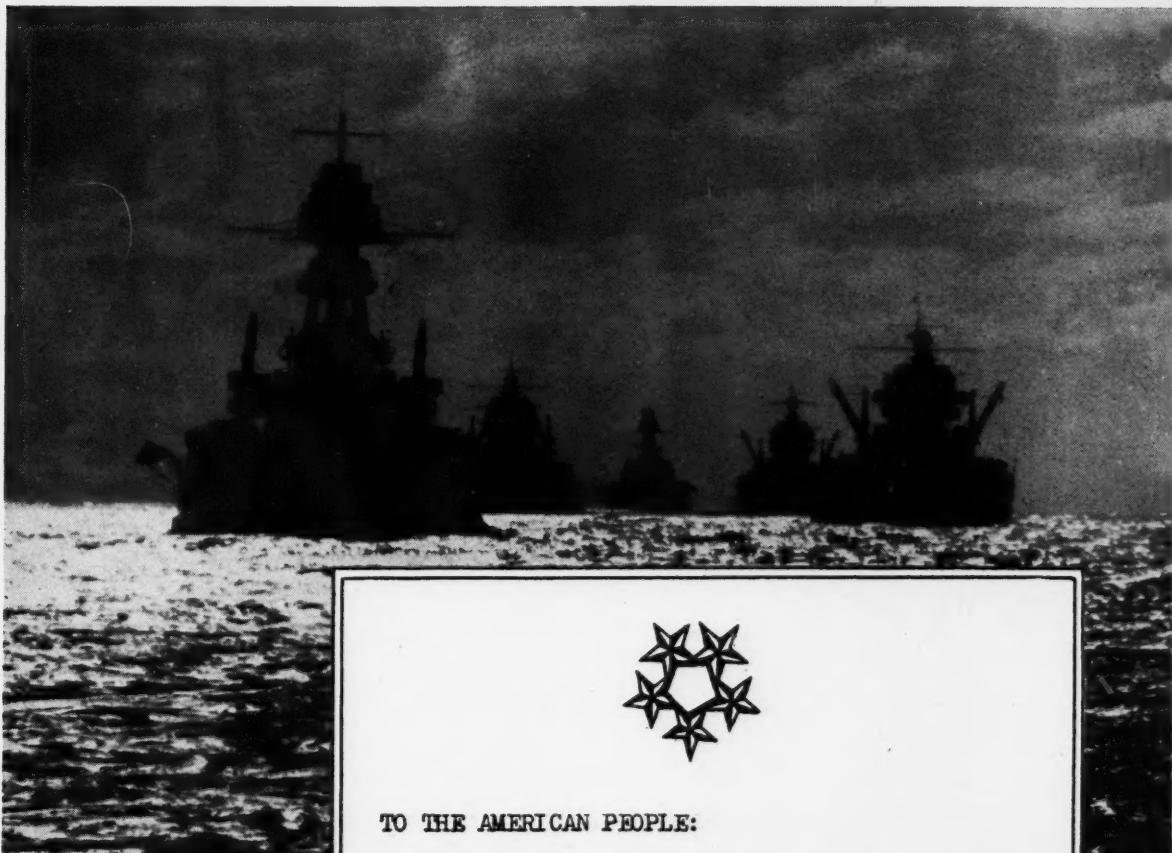
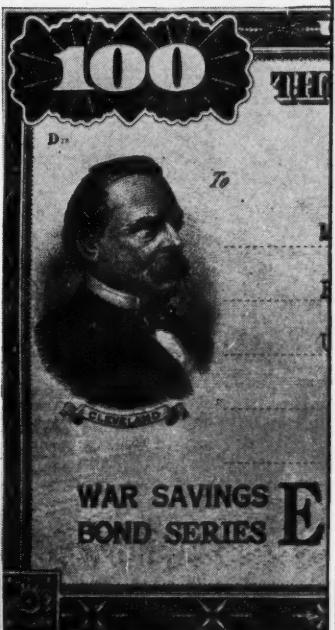


The NATIONAL UNDERWRITER

Life Insurance Edition



Official U. S. Navy Photograph



TO THE AMERICAN PEOPLE:

Your sons, husbands and brothers who are standing today upon the battlefronts are fighting for more than victory in war. They are fighting for a new world of freedom and peace.

We, upon whom has been placed the responsibility of leading the American forces, appeal to you with all possible earnestness to invest in War Bonds to the fullest extent of your capacity.

Give us not only the needed implements of war, but the assurance and backing of a united people so necessary to hasten the victory and speed the return of your fighting men.

William Dealy
Douglas A. Egging
Dwight D. Eisenhower
H. Arnold

a New and Important Radio Program

Sponsored as a Public Service by

THE EQUITABLE

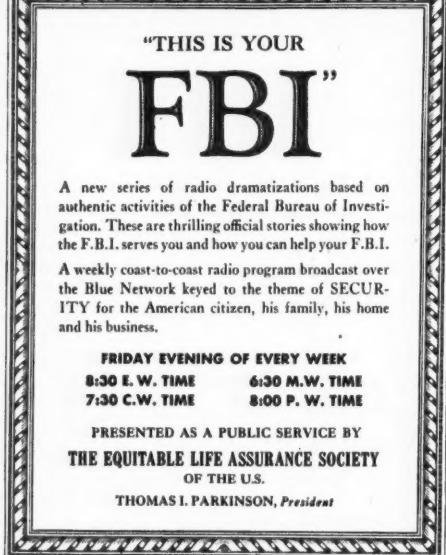
(A Message to Equitable Policyholders enclosed with current Premium Notices)

"You deserve a clear and forthright statement of the reason why The Equitable has undertaken the sponsorship of these radio broadcasts. For 86 years this mutual society has shielded the financial welfare of millions of American families. And whenever there has been an opportunity for The Equitable to serve the public interest, we have gladly undertaken that privilege. We believe that no medium more vital than this official F.B.I. broadcast could be used to bring the Society closer to its members and those who may become members in the future. Our business, too, is the business of safeguarding the Security of the American family. Whether it be through the provision of life insurance protection for your loved ones, or the protection of your homes and property, or the financing of industry to make more and

better jobs, or the participation in war bond subscription and other war activities—in fact, in nearly every form of security other than the services rendered by your F.B.I.

"The Equitable considers itself your partner and your friend. Through the medium of these radio programs, we hope to let you know of the manifold ways in which The Equitable can serve and is serving you and your community.

"Our business is carrying on into the next generation the benefits of savings in this generation. Public service and human relationship—the preservation of homes for widows and children; the education of sons and daughters; the security and comfort of thousands of elderly men and women living in retirement; and finally, the peace of mind of the American citizen, is the mission of our Society. And after all, there could be no closer parallel to the objectives of your Federal Bureau of Investigation."



THE EQUITABLE LIFE ASSURANCE SOCIETY of the U. S.

393 Seventh Avenue, New York 1, N. Y.

Thomas I. Parkinson, President

Cabinet Shifts Hold Interest for Insurance

Await Indication of Clark's
Attitude—Agriculture
Head Is Insurance Man

By H. C. HALLAM

WASHINGTON—Biggest surprise to date in the reorganization of President Truman's cabinet was nomination of Rep. Clinton P. Anderson of New Mexico, Albuquerque insurance man, as secretary of agriculture and war food administrator, to succeed Claude Wickard and Marvin Jones, respectively.

Selection of Tom C. Clark of Texas, assistant attorney general in charge of the Department of Justice criminal division, to succeed Attorney General Francis Biddle was also a surprise, though Biddle's retirement was not.

Federal Judge and former U. S. Senator Louis Schwellenbach of Washington, who had been prominently mentioned for attorney general, was named to succeed Secretary of Labor Perkins, and Wickard to head the Rural Electrification Administration.

The President's appointment of Mr. Anderson to Agriculture and WFA and proposal to place Wickard in the REA post is regarded as significant that he favors bringing independent government agencies under cabinet heads, as far as practicable. The REA head job has been vacant since resignation of Harry Slattery, who opposed NRECA insurance activities.

Biddle's Appointment Personal

Messrs. Anderson and Clark were, perhaps, as surprised as anybody else by their respective selection to the cabinet. Clark did not know it until told by the President Wednesday morning of last week, it being announced at the White House that afternoon.

Biddle's appointment had been definitely a personal one of the late President, and Biddle had been under fire for a long time, in connection with the insurance investigation, Montgomery Ward and other matters.

Biddle's resignation, a Department of Justice spokesman indicated, would have no effect upon his proposal to release correspondence with a state insurance commissioner regarding the insurance situation with relation to legislation and regulation.

Clark is popular with his colleagues at the department. Whether his appointment will be followed by any change in the department's attitude toward the insurance industry remains to be seen. Clark formerly headed the department's anti-trust division. If the Southeastern Underwriters Association case is not dropped before Biddle goes out, however, it is expected to be after Clark takes hold. Dropping of the criminal proceeding against S.E.U.A and of any idea of instituting a civil suit for an injunction against it has been recommended from lower levels in the department some time ago.

"Truman Before Chicago" Man

It is believed by insurance people that action along these lines would accord with the spirit of the moratorium provisions of Public Law 15, passed by Congress last winter, and with Biddle's

Life Companies Ranked by Premiums, Total Income

LIFE PREMIUM INCOME

1. Metropolitan Life.....	\$ 906,257,459
2. Prudential	759,603,931
3. Equitable Society.....	395,880,299
4. John Hancock Mutual.....	277,684,886
5. New York Life.....	268,661,028
6. Northwestern Mutual.....	159,862,129
7. Aetna Life.....	133,592,802
8. Mutual Life, N. Y.....	127,760,068
9. Travelers	124,976,649
10. Sun Life, Canada.....	122,592,833
11. Mutual Benefit	75,603,451
12. New England Mut.....	73,589,973
13. Massachusetts Mutual.....	72,447,647
14. Penn Mutual.....	71,716,335
15. Connecticut General.....	63,619,556
16. Connecticut Mutual.....	48,659,609
17. National L. & A.	47,466,294
18. Western & Southern.....	42,910,263
19. Union Central.....	39,814,222
20. Lincoln National.....	35,968,323
21. Provident Mutual.....	35,922,864
22. American National.....	33,227,132
23. Phoenix Mutual.....	32,123,118
24. Bankers, Ia.....	31,781,769
25. National Life, Vt.....	30,481,659
26. Manufacturers.....	30,089,379
27. Canada Life.....	27,565,476
28. Occidental, Cal.....	24,269,556
29. Equitable, Ia.....	23,357,426
30. Great-West.....	23,159,520
31. State Mutual, Mass.....	22,849,295
32. Pacific Mutual.....	22,730,160
33. Life of Virginia.....	21,639,847
34. Reliance.....	21,452,903
35. Mutual Life, Can.....	21,098,349
36. Guardian, N. Y.....	19,278,455
37. Confederation.....	18,709,795
38. Jefferson Standard.....	17,796,149
39. Life & Casualty.....	16,269,165
40. Indust. L. & H.	16,239,199
41. Acacia Mutual.....	16,062,828
42. Home Life, N. Y.....	15,011,749
43. Kansas City.....	15,855,776
44. Fidelity Mutual.....	15,813,305
45. Southwestern, Texas.....	15,715,481
46. Northwestern Natl.....	14,744,221
47. General American.....	14,509,948
48. Monumental, Md.....	14,242,631
49. Liberty Natl, Ala.....	12,516,291
50. Teachers Ins. & Ann.....	11,742,654
51. Imperial, Canada.....	11,515,802
52. Continental, Ill.....	11,313,109
53. United Benefit.....	10,801,219
54. Crown, Canada.....	10,645,829
55. Pan-American.....	9,562,293
56. North American, Can.....	9,548,188
57. Franklin Life.....	9,459,883
58. Peoples, D. C.....	9,130,305
59. Berkshire Life.....	8,821,163
60. Washington Natl.....	8,741,122
61. Minnesota Mutual.....	8,593,511
62. Gulf Life, Fla.....	8,330,834
63. Calif.-Western States.....	8,310,292
64. Mutual Trust.....	8,136,025
65. Home Beneficial.....	8,079,349
66. Great Southern.....	8,042,608
67. Ohio National.....	7,903,912
68. American United.....	7,453,632
69. Business Men's.....	7,120,006
70. Dominion, Canada.....	6,890,899
71. Liberty, S. C.....	6,757,668
72. Mass. Savings Banks.....	6,740,788
73. Columbian National.....	6,678,282
74. Commonwealth.....	6,342,405
75. Continental American.....	6,340,927
76. Central, Ia.....	6,117,995
77. Equitable, D. C.....	5,811,164
78. State, Ind.....	5,541,465
79. Pilot, N. C.....	5,512,740
80. Guarantee Mutual.....	5,509,710
81. Sun Life, Md.....	5,453,288
82. Manhattan Life.....	5,416,335
83. Columbus Mutual.....	5,387,690
84. Atlanta, Ga.....	5,370,195
85. Colonial, N. J.....	5,352,930
86. Home Life, Pa.....	5,333,368
87. Southland Life.....	5,322,430
88. Boston Mutual.....	5,241,932
89. North Carolina Mut.....	5,113,222
90. Shenandoah Life.....	5,088,029
91. Baltimore Life.....	4,920,445
92. Continental, D. C.....	4,800,418
93. Knights Life.....	4,773,561
94. Midland Mutual.....	4,683,917
95. Security Mut., N. Y.....	4,542,192
96. Durham Life.....	4,537,542
97. Indianapolis Life.....	4,519,320
98. Country Life.....	4,509,401
99. Union Mutual, Me.....	4,397,443
100. West Coast Life.....	4,243,966

TOTAL INCOME

1. Metropolitan Life.....	\$ 1,358,865,018
2. Prudential	1,069,493,135
3. Equitable Society.....	628,378,650
4. New York Life.....	504,940,325
5. John Hancock Mutual.....	360,569,232
6. Northwestern Mutual.....	262,060,145
7. Mutual Life, N. Y.....	226,575,413
8. Sun Life, Canada.....	199,922,562
9. Travelers	197,425,177
10. Aetna	197,066,394
11. Massachusetts Mutual.....	145,160,572
12. Mutual Benefit	137,351,428
13. Penn Mutual.....	131,189,559
14. New England Mutual.....	119,348,870
15. Connecticut General.....	101,155,604
16. Connecticut Mutual.....	86,198,327
17. Union Central.....	71,462,161
18. Provident Mutual.....	69,332,119
19. Western & Southern.....	58,236,658
20. Bankers, Iowa.....	55,757,516
21. National L. & A.	53,708,823
22. Phoenix Mutual.....	53,006,303
23. Lincoln National.....	51,801,064
24. National Life, Vt.....	49,778,462
25. Manufacturers.....	49,359,215
26. Colonial Life	48,185,705
27. Great-West.....	41,853,145
28. Equitable, Iowa.....	41,414,111
29. Mutual Life, Canada.....	39,786,151
30. Occidental, Cal.....	39,029,185
31. State Mutual.....	38,932,973
32. Pacific Mutual.....	38,283,421
33. American National.....	38,076,312
34. Reliance, Pa.....	33,394,828
35. Guardian, N. Y.....	32,102,148
36. Confederation.....	30,134,905
37. Life of Virginia.....	29,961,559
38. Fidelity Mutual.....	28,455,655
39. General American.....	26,696,172
40. Jefferson Standard.....	26,427,046
41. Home Life, N. Y.....	26,290,581
42. Kansas City.....	23,884,936
43. Acacia Mutual.....	23,125,847
44. Northwestern National.....	22,655,574
45. Washington National.....	22,430,785
46. Southwestern.....	21,464,173
47. Imperial, Canada.....	19,189,007
48. Life & Casualty.....	18,733,001
49. Teachers Ins. & Ann.....	18,233,162
50. Continental, Ill.....	17,538,260
51. Industrial L. & H.	16,723,618
52. Monumental Life.....	16,274,677
53. Provident L. & A.	15,798,881
54. North American, Can.....	15,455,688
55. Crown Life, Can.....	15,236,370
56. Berkshire Life.....	15,095,696
57. United Benefit.....	14,335,300
58. Liberty Natl, Ala.....	14,076,911
59. Calif.-Western States.....	14,036,575
60. Business Men's.....	13,803,195
61. Franklin Life.....	13,761,131
62. Pan-American.....	13,737,310
63. Minnesota Mutual.....	12,961,523
64. Mutual Trust.....	12,952,990
65. Ohio National.....	12,227,999
66. American United.....	12,058,980
67. Home Beneficial.....	11,794,395
68. Great Southern.....	11,712,796
69. Dominion, Canada.....	11,129,607
70. Peoples, D. C.....	10,722,970
71. Gulf Life, Fla.....	10,632,085
72. Columbian National.....	10,547,143
73. Central, Iowa.....	9,982,217
74. Columbus Mutual.....	9,376,492
75. Mass. Savings Banks.....	9,046,103
76. State Life, Ind.....	8,656,115
77. Central Life, Ill.	8,441,603
78. Continental American.....	8,323,063
79. Guarantee Mutual.....	7,711,509
80. Union Mutual, Me.....	7,686,922
81. Southland Life.....	7,653,317
82. Liberty Life, S. C.....	7,580,300
83. Midland Mutual.....	7,519,351
84. Commonwealth.....	7,494,974
85. Manhattan Life.....	7,452,260
86. Pilot Life, N. C.....	7,421,828
87. Security Mut., N. Y.....	7,344,053
88. Northern, Wash.....	7,264,156
89. Indianapolis Life.....	7,216,643
90. Equitable, D. C.....	7,061,822
91. Bankers, Neb.....	7,043,155
92. Sun Life, Md.....	6,950,825
93. Atlantic Life.....	6,846,356
94. Colonial, N. J.....	6,740,165
95. Home Life, Pa.....	6,580,689
96. Monarch, Mass.....	6,421,214
97. West Coast Life.....	6,398,252
98. Interstate L. & A.	6,380,904
99. Paul Revere	6,316,148
100. Ohio State	6,134,341

Prudential Attacks Texas Premium Tax Law

AUSTIN, TEX.—The first suit attacking constitutionality of the Texas insurance premium structure, which makes a differential between Texas and out-of-state companies, was filed in the Travis county district court May 26 by Prudential, the Newark life insurance company. Members of the Texas legislature now in session, feeling that the Texas statutes are subject to attack, have passed remedial bills which now are in the final stages of enactment.

"Truman Before Chicago" Man

It is believed by insurance people that action along these lines would accord with the spirit of the moratorium provisions of Public Law 15, passed by Congress last winter, and with Biddle's

(CONTINUED ON PAGE 21)

Medical Research Fund Proposal Is Presented

Emphasis Placed on Diseases of Heart and Arteries

Plans for establishing an annual life insurance fund to be devoted to the promotion of medical research were announced this week by M. Albert Linton, chairman of the joint medical research committee of the American Life Convention and the Life Insurance Association of America.

The amount of the fund available each year is expected to exceed half a million dollars, the exact amount depending upon the number of companies accepting the invitation to participate. The program will be administered under the name of Life Insurance Medical Research Fund. Allocations for research grants will be based on the recommendation of an advisory council made up of outstanding medical men acquainted with the field of medical research.

In the letter inviting life companies to participate in the project, the medical research committee states that the funds are to be devoted in the first instance to diseases of the heart and arteries. Although these diseases cause by far the greatest number of deaths among the population generally and among policyholders, relatively little research is being carried on in this field, it is pointed out. In contrast, research into cancer, the second largest cause of death, is being relatively well cared for through other sources. Specifically, foundation grants in 1940 for research into diseases of the heart and arteries amounted to only 17 cents per death from these causes as against \$2.18 per death from cancer.

Support Existing Research

The life insurance medical research program is to support existing research rather than to establish new research centers. Grants will be made to institutions fully qualified to carry on research in the chosen field and support will be furnished to carefully selected men who had completed their medical studies and internships and demonstrated special ability in research lines. Most of these men are in the armed forces today, and unless something is done to enable them to engage in research they may well turn to other fields. These men would be assigned as research associates with experienced men already working in the field of cardio-vascular disease.

The committee suggests that these men might well be known by some distinctive name such as life insurance medical research associates. Their selection as well as the allocation of funds for research grants would be based on the recommendations of the advisory council. The plan provides that the council would employ a medical man as full time secretary who would investigate projects and look into the qualifications of prospective research associates.

Leaders Lend Cooperation

In the development of the plan, the committee has had the support not only of the medical directors of life companies, but the cooperation and help of leaders in the field of medical research, including a committee headed by Dr. Alan Gregg, director medical sciences,

(CONTINUED ON PAGE 21)

Wagner-Dingell Contribution Cut Looks to Subsidy

Author of Bill Contemplates Government Aid—Other Changes in Measure

WASHINGTON — Reduction in the amount of contributions required from employer and employee from 6% to 4%, the major change made by the newly introduced Wagner-Murray-Dingell bill from the measure which was before the last Congress, seems to be quite definitely tied up with the idea of a government subsidy. The bill itself authorizes government contributions "when necessary." Senator Wagner, author of the bill, has said that he favors a tripartite system of financing social security, by employers, employees and government, and looks forward to the government eventually contributing one-third of the cost.

It has been suggested that the change was made with the idea of making the bill more palatable to the taxpayers, but if the government is to pay the difference, it will come out of the taxpayer's pocket anyway. Furthermore, after Jan. 1, 1946, the payments are to be made on wages up to \$3,600 a year as against \$3,000 under the present law.

The total contribution rate in this bill is 8% (for both employer and employee) as compared with 12% in the Wagner-Murray-Dingell bill in the last Congress. The unemployment insurance contribution and the contribution to finance the retirement, total disability and survivors benefits each has been cut from 4% to 2% (total contribution). Senator Wagner says the reduction on the latter point is in accordance with the recent action of Congress in freezing for the fourth time the existing contribution rate of 2%. That rate, he says, will cover current disbursements for all these benefits for several years after the end of the war.

Subsidy to Be Required

"At that time it will be necessary either to increase the contribution rate or provide a government subsidy to the insurance system out of general revenues," he says. "I have long been in favor of a substantial government contribution to the insurance fund. The bill provides, therefore, as does the federal old age and survivors' insurance law, for authorizing appropriations to the trust fund out of general revenues, whenever the Congress deems necessary. . . . Extension of the coverage of the insurance system and provision for systematic financial scrutiny as specified in the present bill makes a government contribution more equitable and makes it possible to pay the benefits under the retirement, survivors, and total disability insurance provisions with a contribution of 1% each on employers and employees for the next several years."

He states that it is possible to reduce the unemployment insurance contribution because of the growth of the unemployment trust fund. Unemployment reserves by Jan. 1, 1946, will be about \$7 billion, so that there should be ample funds to finance unemployment insurance benefits during the immediate post-war period.

The contribution of those self-employed would be 5% with the same figure for employees of state and local governments who are allowed to come under the plan on an optional basis, except that in their case one-half of it would be paid by the employer.

Senator Wagner recognizes that the

Harry Wright Equitable Millionaire 22nd Time

Harry T. Wright of the Warren V. Woody Agency, Chicago, paid for the Equitable Million Dollar Club for 1945 shortly after May 1, which now completes his 22nd consecutive year in which he has paid for a million or more each year.

He was president of the Chicago Association of Life Underwriters in 1930, was chairman of the Million Dollar Round Table in 1935 and president of the National Association of Life Underwriters in 1940.



H. T. Wright

Informal Regional Parleys for A.L.C.

Several informal conferences to discuss current problems of life insurance companies will be held by members of the American Life Convention in the next few weeks, it has been announced by Laurence F. Lee, president.

Tentative plans for the forthcoming conferences were taken up at the meeting of the executive committee of the Convention at the Edgewater Beach Hotel, Chicago, May 21-22. The decision to hold the conferences was prompted by the possibility that if the convention holds an annual meeting this year it will probably be in rather skeleton form compared with the very full and well balanced programs covering all phases of the life insurance industry and its legal, financial, agency and industrial sections that have featured past gatherings of the American Life Convention. Under ODT regulations, an annual meeting of the scope of past gatherings of the convention would not be possible.

While present plans for the informal conferences have not advanced sufficiently for a detailed announcement, it is probable there will be no fixed programs for any of these meetings. Member company executives in the immediate neighborhood of the meeting places will have the opportunity for discussion with other company officers on various subjects of mutual concern. Of course, all of these informal gatherings will strictly conform to the rules of the ODT.

Rumor Fraizer Has Eyes on Neb. Governorship

According to political writers in Nebraska newspapers, C. C. Fraizer, who has resigned as insurance director of Nebraska effective June 15, may enter the gubernatorial campaign this summer. This is on the presumption that Governor Griswold will enter the U. S. Senatorial race against Senator Butler.

Cecil M. Schilling, who was with Russell L. Hoghe general agent of Equitable Life of Iowa in Los Angeles before he entered service, has rejoined the agency.

Milwaukee Man, 96, to Be Paid Face of Policy

Edward A. Uehling of Milwaukee will celebrate his 96th birthday June 3, and Northwestern Mutual Life will present him with a check for \$2,000 in full payment of a life policy he took out in 1906. Mr. Uehling is still Hale and hearty. Before his retirement 31 years ago as chief chemist and blast furnace superintendent for what is now known as the Bethlehem Steel Corp., Mr. Uehling was widely known in the steel industry.

Additional State Figures Given

LOUISIANA

Figures are ordinary unless designated (G) for group and (I) for industrial

	New Business	In Force	New Business	In Force
Acacia Mutual	\$83,559	8,656,021	5,834,312	57,703,010
Aetna Life	33,882,024	23,824,034	156,760	1,344,140
All States Life.....	22,037,942	31,673,410	(G)	11,500
(I)	126,601	219,780	9,768,041
Am. Home Mut... (I)	52,697	168,660	2,074,978	12,768,264
American National... (I)	2,919,095	11,165,754	1,473,161	9,066,012
Columbian National... (G)	6,359,718	24,631,179	(G)	74,950
Connecticut Mut....	310,624	677,302	Ohio Natl. Life...	285,593
Credit Life	1,213,500	2,412,565	Pacific Mut. Life...	12,055
Cuna Mutual	91,556	155,167	Pacific Natl. Life...	295,000
(G)	101,611	630,597	(G)	10,000
Equitable Society... (G)	4,026,793	49,169,093	Ohio Natl. Life...	1,594,446
Expressman's Mutual...	40,253,923	60,480,352	Pacific Northwest...	17,903
Franklin Life	53,124	736,938	Paul Revere Life...	47,000
Great Southern Life... (G)	1,756,639	4,576,193	Penn Mutual Life...	271,293
Guardian Life, N. Y.	10,500	30,904,699	Phoenix Mutual...	7,750
Guardian Life, Tex.	1,015,016	8,903,760	Policyholder's Nat...	1,716,122
Guaranty Income Life...	1,372,939	2,485,795	Provident L. & A...	26,500
Home Life, N. Y.	1,388,062	5,692,318	Prudential	412,150
John Hancock Mut... (G)	1,494,544	14,761,236	(G)	9,504,018
(I)	333,782	1,203,940	State Farm Life...	29,048,927
L. & T. Life	1,462,941	1,285,276	Sun Life, Can...	2,365
(I)	322	163,031	Travelers	712,382
Jefferson Stand. Life...	1,479,191	11,447,596	Union Central	154,301
Kansas City Life....	247,601	4,355,267	United Ben.	576,016
Lamar Life	673,119	5,762,534	Washington National...	117,311
Life of Virginia..... (G)	1,604,070	10,162,048	West Coast Life...	5,149
(I)	31,000	209,000	(G)	220,000
Life & Cas. Tenn.... (G)	3,128,686	33,963,750	Western Life	3,380,028
(I)	2,373,782	10,134,782	Total—ordinary ...	28,984,111
Lincoln Natl. Life.... (G)	39,000	452,500	Total—group	19,699,721
(I)	5,824,702	20,059,461	Total—industrial ..	64,856,867
Massachusetts Protect...	41,466	1,031,957	Total—all lines	1,311,841
Massachusetts Mut....	2,460,221	2,028,772	Total—	17,533,110
Metropolitan Life.... (G)	10,323,160	114,381,297	49,995,673	370,600,886
(I)	5,636,011	71,647,428		
Modern Life	428,805	456,500		
Monumental Life.... (I)	632,565	2,988,268		
Mutual Life, N. Y.	6,847,057	79,936,566		
National L. & A.... (G)	4,630,228	30,995,215		
(I)	111,600	775,300		
National Equity Life...	9,355,057	50,022,007		
National Old Line....	641,815	1,741,141		
New York Life....	532,448	2,036,772		
New England Mut....	9,212,493	14,785,771		
Occidental Life, Cal.	2,090,291	21,137,748		
(G)	2,124,899	4,084,789		
Old Republic Credit...	3,895,494	23,177,615		
Pacific Mutual.....	1,395,316	3,404,759		
Pan-American	3,073,723	32,685,317		
(G)	1,644,700	6,690,700		
Paul Revere Life...	2,166,337	29,347,043		
Penn Mutual	265,205	1,312,417		
Protective Life.... (G)	400,188	3,495,901		
Provident L. & A.... (G)	253,100	3,355,725		
Prudential	5,701,444	60,551,459		
(I)	3,726,083	10,987,526		
Southern National.... (I)	404,288	8,197,104		
Southern L. & H.	1,218,066	680,503		
Standard Life, Ind....	423,000	3,139,961		
State Life, Ind....	600,148	8,574,968		
Sun Life, Can.... (G)	622,128	1,859,785		
Travelers	709,518	11,655,132		
(G)	780,444	11,442,156		
Texas State Life....	1,411,316	3,030,233		
United Benefit Life...	2,729,708	26,584,208		
United Life & Acci...	6,489,179	16,851,134		
Universal Life, Tenn.... (I)	903,005	7,164,427		
Volunteer State Life...	2,018,356	6,544,554		
(G)	1,588,983	27,157,613		
Washington National... (G)	283,944	717,440		
(I)	2,006,232	3,329,125		
World	5,645,651	23,575		
(G)	1,230,402	2,833,418		
Total, Ordinary....	35,500	31,000		
Total, Group	102,152,722	899,698,452		
Total, Industrial	40,650,498	230,644,128		
Total, All Lines....	249,294,085	1,365,565,243		

MONTANA

Aetna Life	184,165	4,050,080
(G)	4,302,682	7,743,182
Bankers Life	1,115,455	14,946,840
Business Men's Assur.	95,304	552,788
Calif.-West. States Life...	127,372	1,839,979
Central Life, Ill.	19,000	2,580,067
Central Life, Iowa....	13,477	2,368,584
Equitable Society.... (G)	2,314,100	28,183,345
(G)	1,400,286	4,426,365
Express Mutual.....	5,073	119,365
Great Northern....	13,387	117,202
Great Northwest....	12,878	138,852
Kansas City Life....	504,772	5,728,479
Lincoln Natl. Life.... (G)	1,071,931	6,144,633
(G)	62,000
Loyal Prot. Life....	72,001	389,309
Mass. Protective....	71,486	650,167
Metropolitan Life.... (G)	1,975,016	33,455,236
(I)	2,942,100	5,689,550
Midland National....	1,309,476	16,820,728
Minn. Mutual.... (G)	168,876	1,509,323
(G)	223,012	3,093,626
Mutual Benefit	5,618	5,618
Mutual Life, N. Y.	62,270	2,594,338
National Life	2,972,239	23,785,753
New World Life....	26,493	88,861
(G)	74,616	1,694,045

	New Business	In Force	New Business	In Force
New York Life.....	5,834,312	57,703,010	5,834,312	57,703,010
Northern Life	156,760	1,344,140	156,760	1,344,140
Northwestern Mut....	(G)	11,500	115,750	115,750
Northwestern Nat'l....	2,074,978	21,780	2,074,978	21,780
Occidental Life	1,473,161	9,066,012	1,473,161	9,066,012
(G)	74,950	6,421,421	74,950	6,421,421
Ohio Natl. Life...	285,593	1,594,446	285,593	1,594,446
Pacific Mut. Life...	12,055	2,846,661	12,055	2,846,661
Pacific Natl. Life...	205,000	1,831,878	205,000	1,831,878
(G)	10,000	558,000	10,000	558,000
Pacific Northwest...	17,903	610,227	17,903	610,227
Paul Revere Life...	47,000	533,050	47,000	533,050
Penn Mutual Life...	271,293	6,301,570	271,293	6,301,570
Phoenix Mutual...	7,750	154,631	7,750	154,631
Policyholder's Nat...	1,716,122	4,613,835	1,716,122	4,613,835
Provident L. & A...	26,500	8,200,927	26,500	8,200,927
Prudential	412,150	12,744,692	412,150	12,744,692
(G)	9,504,018	29,048,927	9,504,018	29,048,927
State Farm Life...	1,235	712,382	1,235	712,382
Sun Life, Can...	2,365	712,382	2,365	712,382
Travelers	712,382	712,382	712,382	712,382
Union Central	154,301	576,016	154,301	576,016
United Ben.	11,311	500,186	11,311	500,186
Washington National...	117,311	500,186	117,311	500,186
West Coast Life...	5,149	653,257	5,149	653,257
(G)	210,000	302,500	210,000	302,500
Western Life	3,380,028	28,269,000	3,380,028	28,269,000
Total—ordinary ...	28,984,111	298,210,821	Total—	298,210,821
Total—group	19,699,721	64,856,867	Total—	64,856,867
Total—industrial	1,311,841	17,533,110	Total—	17,533,110
Total—both lines	49,995,673	370,600,886	Total—	370,600,886

	New Business	In Force	New Business	In Force
Bankers National ...	524,601	3,841,026	Bankers National ...	524,601
Confederation	2,248,549	5,688,621	Confederation	2,248

Conn. House Removes Savings Bank Limit

HARTFORD — The Connecticut house passed the bill raising the limits on the sale of savings bank life insurance but the measure faces a log jam of other proposed legislation in the senate. The legislature is scheduled to adjourn on June 6.

The bill lifts the current limit of \$3,000 which may be written in savings bank life insurance on any one life, and provides instead that no savings and insurance bank shall obligate itself to pay in the event of the death of one person more than \$1000, unless the amount in excess of \$1000 is reinsured in one or more other savings and insurance banks. The measure was strongly opposed at a public hearing some weeks ago by insurance agents and companies.

Complete Ill. Job Tax Settlement

Virtually all of the life companies have now made settlement with the unemployment compensation division of the Illinois department of labor for unemployment taxes for the period Jan. 1, 1937, to July 1, 1941. The payments are being made in accordance with a compromise negotiated by American Life Convention. Under the circumstances the company people are very much pleased with the terms and Ralph H. Kastner, assistant general counsel of A.L.C., who handled the negotiations, is receiving much praise.

The companies have paid the tax only on first year commissions of full time agents deducting 30% in respect of general agents for expenses and 20% for individual producers. Then there is paid 1% interest per month on the amount of the tax. However, the 2% per month penalty was waived.

The department of labor went after the companies for the tax after the Illinois supreme court last fall gave a decision that New York Life was liable for such taxes. That company paid more than \$100,000 in satisfaction.

An amendment to the unemployment compensation law was enacted and became effective July 1, 1941, specifically exempting commission compensated insurance agents from the law. The supreme court found that this created the presumption that prior to 1941 such persons were covered.

The basic rate of tax in 1937 was 1.8% and it was 2.7% thereafter.

Although the companies agree that the terms are advantageous, they naturally are distressed to have to make any payment at all, because, of course, there is no possibility of any agent recovering any unemployment compensation benefits.

The compromise is similar to that which was effected in Colorado some time ago. The individual companies were spared a great deal of time and trouble in having the negotiations handled jointly for them. In North Carolina every company had to work out its own salvation and that was quite a task.

Nine Times for Matusoff

M. M. Matusoff, Mutual Benefit Life, Cleveland, has qualified for the Million Dollar Round Table for the ninth consecutive time.

Williams Advanced in Cleveland

Albert G. Williams has been named to the newly-created position of assistant manager of the Cleveland agency of Mutual Life of New York under G. A. Patton, manager. He will supervise Erie, Huron, Lorain, and Cuyahoga counties. Mr. Williams joined Mutual Life in 1931 as an agency organizer and became supervising assistant in 1941.

Disabled Producer's Rate Book Problem Is Solved



Theodore S. Jones, New York Life, Lake Mills, Wis., who lost both arms and a foot on Guadalcanal, experienced considerable difficulty handling his rate book because of the thin pages. He tried a book with page tabs but that didn't do the trick. Edna Schilberg, a secretary in the office of Walter Weisinger, New York Life agency director at Madison, Wis., mentioned the problem to her brother, who is head of products design engineering at the A. O. Smith Corporation's aeronautics division in Madison. Plant engineers were intrigued with the problem and after considerable experimentation they devised the idea of putting tiny steel

Harry B. Wilson New To Drop S.E.U.A. Suit "Very Soon," Biddle Announces

LOUISVILLE—Harry B. Wilson, local agent at Irvine, and a former county judge, has been named state insurance director, by Gov. Willis. The oath was administered by Appellate Court Clerk Hughes in the presence of the governor and a number of the new director's friends.

Mr. Wilson succeeds Sherman Goodpaster of Bath county, who was appointed in 1936, by former Governor Chandler. Although a life long democrat Mr. Goodpaster stayed with the department at the request of Gov. Willis, with whom he agreed to cooperate until someone else was named. He plans to continue for a while to aid Mr. Wilson in handling the work of the office.

Former Association Head

Mr. Wilson has been a local agent at Irvine since 1912. He was president of the Kentucky Association of Insurance Agents, for two terms in 1928 and 1929, and served as county judge of Estill county from 1930 to 1934, and is generally known as Judge Wilson. His agency represents fire, casualty and life.

His only son, Lt. Harry B. Wilson, Jr., was killed in action in the south Pacific in 1943. He also has twin daughters, Mrs. E. B. Roberts and Miss Catherine Wilson.

tabs .002 of an inch thick on each page of the rate book. By touching a pencil with a magnetized metal head to the metal tabs, Mr. Jones can now turn the pages with ease.

THE NATIONAL UNDERWRITER published an article regarding Mr. Jones' success in the business in the Feb. 10, 1945 issue. The above picture of Mr. Jones originally appeared in the Milwaukee "Journal."

WASHINGTON—The government's criminal anti-trust prosecution in the Southeastern Underwriters Association case will be nolle prossed "very soon," Attorney General Biddle again stated Tuesday at a press conference, in response to questions from THE NATIONAL UNDERWRITER.

Furthermore, he indicated there will be no government civil proceeding instituted against S.E.U.A. to obtain an injunction stopping certain alleged objectionable practices.

However, Mr. Biddle pointed out that the dropping of proceedings against S.E.U.A. would be, in effect, "without prejudice." The government can bring suit against them after the three year period of the moratorium provided for in public law 15, he declared.

While he stated "there is no evidence now warranting further action" at this time against S.E.U.A., he added that "if there is other evidence developed later" that illegal practices are engaged in, "it might warrant" further government action.

Biddle's statements were made in the presence of his prospective successor, Assistant Attorney General Tom Clark, who has a definite insurance background, particularly in Texas.

The latter however, had no comment at the time, nor would he discuss his attitude towards the insurance industry.

"Ask John Cahill" Mr. Clark replied to such questions referring to S.E.U.A. counsel.

Asked about his recent conference with a delegation of state insurance commissioners and its outcome, Biddle stated he had given them no "opinion" but that "there was to be an exchange of letters" he indicated, however, he did not know whether that plan will be carried out.

Biddle indicated that state commissioners feel the existing situation will bring stronger state regulation.

If states wish to have insurance companies agree on rates, he holds they must be approved by the states.

"That means better regulation" he said. "Some states have very loose regulation, some none at all" with reference to rates.

"I have said before this the S.E.U.A. case will be nolle prossed" said Biddle in response to questions. It would be unfair to continue a criminal proceeding under the circumstances, where the law was changed by the Supreme Court decision.

"It is unlikely we would be warranted in view of provisions of the new 3-year moratorium law, in instituting civil proceedings" against that group.

Biddle said the government's anti-trust program has been blocked during the war and that monopolistic practices have increased during the war.

Clark told THE NATIONAL UNDERWRITER he formerly represented Southwestern Life and Republic Life at Dallas. Southwestern was owned by Missouri State Life, he said, which was later reorganized and became General American Life. When the latter wanted to sell Southwestern, Clark said, he representing others and two others organized Southwestern Life Underwriters, which in turn set up an investment company that bought Southwestern stock from General American and brought ownership of Southwestern Life into Texas, in 1936.

"Mr. Clark, a lot of insurance people would like to know how you feel about the insurance industry" it was suggested.

"I have been carrying out policies fixed by others under their responsibilities," he replied. "When I get the responsibility I will try my best to do the right thing."

(CONTINUED ON PAGE 15)

A Span of 98 Years

On May 25, 1847, just 98 years ago, the Penn Mutual began by opening its first office for the organizing group of 65 policyholders who proposed "to insure themselves and any others who might succeed them."

In March of 1945, when the 98-year-old Penn Mutual had grown to a company of some 500,000 policyholders, one of the 500,000 died, a woman who had been born on February 25, 1847,—one day after the original group had made application to the Legislature of Pennsylvania for a charter for the proposed company. She had grown up, had become a school teacher, had retired, and had lived to the age of 98. During the last 47 years of her life she had been receiving semi-annual annuity checks from the company whose life had been so coincident with her own.

Since the Penn Mutual today insures children "from age 0 on," it will be possible for some policyholder still living in the year 2043,—98 years from now,—to have been both born and insured in 1947, our 98th year.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Linton Consultant for House SS Study

WASHINGTON—M. Albert Linton, president Provident Mutual Life, has been engaged as a consultant by the House ways and means committee group studying social security problems. He was strongly recommended by the U. S. Chamber of Commerce. He was a member of a congressionally-created social security advisory group several years ago and is recognized as an authority on that subject.

Meanwhile, the social security board actuarial group is understood planning studies based on the new Wagner-Murray-Dingell bill. This group includes W. R. Williamson, who was formerly Travelers actuary; D. C. Bronson, also formerly of Travelers; Weltha Van Eenam, formerly with Travelers and Lincoln National Life; Lester O. Shudde, formerly of Texas and actuary in mid-western state insurance departments; Harry C. Mehlman, formerly assistant actuary Colorado Life.

Conn. Savings Banks Elect

At the annual meeting of the managers association of the Savings Bank Life Insurance System in Connecticut in

Bristol, these officers were elected: Samuel W. Hawley, vice-president Bridgeport People's Savings Bank, chairman; Carl Holdridge, manager life department, Chelsea Savings Bank of Norwich, vice-chairman; Robert A. Babcock, assistant secretary Connecticut Savings Bank, New Haven, secretary-treasurer. Clarence Jessell, assistant secretary Waterbury Savings Bank, retiring chairman, was elected on the executive committee.

J. P. Royston, general manager of the system, explained to the representatives of the 23 mutual savings banks the provisions of a bill pending before the legislature which would increase limitations on issuance of savings bank life insurance.

Set Record at Charlotte

Delivered business of the Charlotte, N. C. branch for April exceeded placed business done in any one month by any branch of Pilot Life so far this year. The average deliveries of each agent exceeded \$28,000. Dick Harris, Jr., is the manager.

J. C. Johnson Millionaire

J. C. Johnson, general agent of Pan-American Life at Pensacola, Fla., has his official card from the Million Dollar Round Table for 1945.

Describe "Deals" in Impeachment

BISMARCK, N. D.—Otto R. Vold, former manager of the fire and tornado division of the North Dakota insurance department, testified here against his former chief, Oscar E. Erickson, suspended insurance commissioner, who faces charges of irregularities in office. Vold told the senators, sitting as impeachment jurors, that he and Erickson together received \$2,500 in kickbacks from the late Henry T. Murphy, Bismarck insurance agent, which they used to make a down payment on a cafe they bought jointly. The kickback, he testified, was part of the commissions on reinsurance policies placed through the Murphy agency.

Policies with Murphy Agency

He said he prepared a requisition for reinsurance policies placed with the Murphy agency with the understanding that \$2,500 of Murphy's commissions would be refunded to him and Erickson. The prosecution introduced 43 reinsurance policies which Vold testified figured in the deal. The defense attorneys objected that each was dated Aug. 1, 1940, whereas Vold had testified that he and Erickson received the \$2,500 on June 4 of that year. Earlier the prosecution had introduced 19 other exhibits dealing with Erickson's purchase of \$200,000 reinsurance for the state hail insurance division at a total of \$124,992. The charge that Erickson violated the law in purchasing these policies comprises the first of four charges against him.

A deposition of D. W. Eggert, Chicago, vice-president of R. N. Crawford & Co. agency, which placed the North Dakota hail insurance department's reinsurance policy with London Lloyds, was introduced. The deposition stated that negotiations for the policy were begun by Erickson in 1942 and that later L. M. Peet, Des Moines, entered the negotiations as a broker. Eggert said Peet received \$8,500 as a service fee for his work on the policy. He said Erickson wrote the Crawford firm that Peet was authorized to obtain insurance.

Traces Fire Transactions

Harold Shaft, one of the prosecuting attorneys, traced five transactions in which it is charged Murphy paid \$5,800 to Erickson and Vold jointly and \$10,800 to Erickson alone.

He also traced transactions allegedly showing \$34,100 on reinsurance premiums were kicked back to Peet to purchase stock in Farmers Union Life of Des Moines for the benefit of Peet and Erickson. At the time Erickson and Peet began their "corrupt, collusive and fraudulent plan," Shaft charged, Peet was an insurance salesman but at the conclusion of the deal he was president of the Des Moines company. The senate voted down 28 to 21 a contention by the attorneys for the defense that Erickson was not properly impeached by the House of Representatives in February.

Greene Newark President

NEWARK—The Newark C.L.U. Chapter elected these officers: President, R. B. Greene, Connecticut General; vice-president, A. J. Schick, Prudential; secretary-treasurer, W. T. Larsen, Mutual Benefit. President Greene soon will appoint standing committees. Mr. Greene has been in life insurance for a number of years and is active in the Life Underwriters Association of Northern New Jersey, General Agents & Managers Association of Northern New Jersey, and Life Insurance & Trust Council of North Jersey.

A resolution of regret on the death of Vincent P. Whitsitt, manager of Life Insurance Association of America, was adopted by the executive committee of the American Life Convention at its meeting in Chicago.

Closes Silver Year

President Thomas I. Parkinson of Equitable Society June 1 completed his 25th year of service with that company. He has been president for about 11 years. Mr. Parkinson for many years before entering life insurance work practiced law after graduation from Pennsylvania Law School, both in Philadelphia and New York. He was professor of legislation in the law and political science faculties at Columbia University 1917-1935, dean of the faculty of law 1923-1924. He was special counsel to the U. S. bureau of war risk insurance after the other war, and also was legislative counsel of the U. S. Senate committee.

Dewey A. Sheidler of the Columbus agency of Ohio State Life addressed the Mt. Sterling, O., Chamber of Commerce on "Life Insurance in Action."



OUR ADVANCED UNDERWRITING SERVICE EDITORS ARE NOW COMPLETING A SURVEY OF THE FIELD OF SERVICE OF TRUST COMPANIES AND LIFE INSURANCE COMPANIES IN CONNECTION WITH PENSION TRUST PLANS.

IT SEEMS PROPER AND TIMELY to define the fields which are the province of life insurance as well as of the trust company.

AT PRESENT THE PROBLEM is in somewhat the same stage as was the matter of trust company service or optional settlement service some twenty years ago. The trust companies then felt they were the logical distributors of insurance proceeds as income; the underwriter felt that the insurance company was a far more effective distributor.

FOR SOME YEARS the debate was open and at times acrimonious, serving no good purpose so far as the trust company, the life insurance company or the beneficiary was concerned. But out of it grew certain well-defined principles which defined the fields of service.

IT IS OUR HOPE THAT FROM THE SURVEY TO BE RELEASED NEXT MONTH, WE MAY BE ABLE TO LAY THE FOUNDATION FOR A SIMILAR ACCORD BETWEEN TRUST COMPANIES AND LIFE INSURANCE COMPANIES IN THE MATTER OF PENSION TRUSTS.

K&L PAUL SPEICHER Managing Editor
THE INSURANCE RESEARCH & REVIEW SERVICE
INDIANAPOLIS

CAREERS FOR VETERANS

Commonwealth, like most companies, will soon have former field associates return from the war to again take up their work as life underwriters. This company has geared itself to make the adjustment easy, smooth and rapid.

Our training program is so designed that the returning serviceman can move right into it—and keep moving. Likewise, our compensation plans are designed to put the returning veteran back into the life insurance business on a sound, secure basis — and promptly.

Unlike many other businesses and professions, the life insurance business is unique in that it is offering the veteran *jobs*, not promises—specific, tangible careers that are both definite and real.

Insurance in Force, April 30, 1945—\$249,476,769

COMMONWEALTH
LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME

June 1, 1945
Pe
Bu
20
The
all pe
compa
lition o
dividu
this l
last y
parted
this se
year.
tion t
last y
age fo
for co
\$2,137
port.
NSL
Near
Nat
applic
tratio
amount
ane v
The
sued to
the m
force, a
receive
payment
994 we
were g
of insur
disallow
Insur
May 4
There w
pending
ing tho
ciaries.
The a
guarant
the pro
issued
576 app
only 96
all reas
guarant
Vocat
tions ar
was bei
present
provid
service.
Under
veteran
education
14,325 a
790 are
Tot Up
from E
WASH
ing n
miles i
conventi
war com
committ
for the
group m
and Apri
XUM

Pension Trust Business Up 20% in 1944

The volume of insurance sold under pension trust agreements increased 20% in 1944 when all ordinary insurance increased 15%, according to a report on "Pension Trust Business in 1944" just released by the Sales Research Bureau. However, pension trust business represents only a small proportion of all ordinary new business sold last year, the percentage being 4%, the same as in 1943. The report states that the place of pension trust business in the post-war world is not yet obvious and will undoubtedly depend largely upon social and economic developments in the national economy and the ability of companies to develop this type of business where it fills a social need effectively and economically. There is a real challenge to companies writing pension trust to develop the coverage efficiently and in the best interests of the buyers.

The report further states that 98% of all pension trust business was sold by companies having more than \$400 million of ordinary insurance in force. Individual company experience in selling this line remained fairly stable during last year although one company reported 27.3% of its 1944 business from this source as against 4.6% the previous year. The average new policy in pension trust cases is high, being \$4,529 last year. This compares with an average for all ordinary business of \$3,367 for companies writing pension trust and \$2,137 for all 93 surveyed in the report.

NSL in Force at May 4 Nearly \$134 Billion

National Service Life Insurance applications received by veterans administration up to May 4, totaled 17,328,500, amounting to \$133,955,310,000 in insurance value.

The average value of all policies issued to that date was \$9,202.55. From the more than 17 million policies in force, a total of 300,615 claims had been received, with 270,253 claims allowed and payments started. Of that number, 289,994 were contract insurance and 10,621 were gratuitous insurance. In all classes of insurance, only 5,702 claims have been disallowed.

Insurance awarded to beneficiaries to May 4, 1945, totaled \$1,728,479,705. There were only 24,405 insurance claims pending adjudication on May 4, including those awaiting evidence from beneficiaries.

The administrator of veterans' affairs guaranteed a total of 6,019 loans under the provisions of the G. I. bill, and had issued certificates of eligibility to 25,576 applicants, up to May 5. There were only 695 loan guarantees rejected for all reasons. Total value of the loans guaranteed was \$9,711,133.

Vocational training both in institutions and on the job, as of March 31, was being given 13,477 veterans of the present war under Public Law 16, which provides for the reeducation of disabled service men.

Under the G. I. bill of rights, 21,001 veterans are receiving training and re-education, with 20,211 receiving institutional training. Of that latter number, 14,325 are taking college courses and 790 are taking on-the-job courses.

Tot Up Travel Savings from Ban on Conventions

WASHINGTON—An estimated saving of more than 52 million passenger miles in three months as a result of the convention ban was announced by the war committee on conventions. The committee received 1,088 applications for the holding of conventions and group meetings in February, March and April. Of this total 69 were ap-

proved, 684 were denied, and 335 were for meetings not covered by the restriction.

The anticipated attendance at the canceled gatherings is set by the committee at 305,000. On the basis of the use of rail transportation by 55% of those attending and an average round trip of 310 miles each, this would mean a saving of 52 million passenger miles owing directly to committee action during the three months.

The committee said "if the pent-up convention demands were to be released at the same time as military requirements are expanded (in accordance with the Army's redeployment plan) the ef-

fect upon the railroads and the hotels would be cataclysmic."

Reports from the American Hotel Association reveal a substantial reduction in hotel occupancy at Chicago, Indianapolis, Buffalo, Milwaukee, Grand Rapids, Bay City, New York, Syracuse, St. Louis, Springfield, Ill., Dallas, Galveston and Salt Lake City. A number of other cities show no drop in hotel occupancy. Business continues good at the following cities but it is expected to decline rapidly in the next few months as the result of a continuation of the convention ban: Cleveland, Detroit, Toledo, Minneapolis, Peoria, New Orleans, Houston, San Antonio, Cheyenne.

Ohio Insurance Legislative Measures Make Progress

COLUMBUS—The Ohio senate has passed a bill granting immunity to life company officials and directors. The house has passed the bill to permit domestic life companies to make G. I. loans. The senate insurance committee has heard arguments on a bill to permit group life insurance for employees whose employers are members of industrial or trade associations. After making many amendments the house insurance committee has recommended for passage the bill providing for the use of Guertin mortality tables.

AND WHEN THEY GET THOSE CIVVIES . . .

they'll remember New England Mutual!

When you
get your civvies
get this booklet

INFORMATION FOR DISCHARGED VETERANS

What you have been doing since part in winning our country's battle, and returning, because the gratitude of us all, you have also earned certain rights and privileges in civilian life. It's important that you know all these rights before leaving the service. That's why we've prepared this booklet to help you discharge creditably and easily from service.

We've made a free booklet called "Information for Discharged Veterans" which contains answers to some of the questions you may be asking today. We know, because many hundreds of us have been writing on these subjects, that you will find the answers you're looking for. Please send us your name, rank, address, and a few words about your service.

A TROOP TO ALL ENLISTED
Men there are millions of us who have already been discharged from the armed forces of the U.S. and thousands more are leaving every day. If you are one of them, you will find this booklet a valuable guide to your future.

Our National Service Life Insurance —
How to Buy it or Force, How to Convert it, How to Answer it, with rates and illustrations.
What to Do About —
Mortgage, Pay, Hospitalization, Vacation, Retirement, Personal Privileges, Getting a Job.

New England Mutual
Life Insurance Company of Boston

From a soldier in the Pacific:

"I think I can speak for most of the fellows here when I say that we appreciate efforts such as yours toward making our return to civilian life as smooth and profitable as possible."

From a sailor now in the R.O.T.C.:

"Thank you so much for such an informative and helpful piece of literature. It has clarified many issues and has given me information which I might have otherwise overlooked."

From a marine in the Pacific:

"Out here, information such as this is unobtainable and I for one appreciate your efforts."

Two years ago this Company dedicated its national advertising to serving the interests of the U.S. armed forces, and since then it has heard from many thousands of our fighting men all over the world.

They asked so many questions that we had to publish a 40-page booklet, "Information for Veterans," to provide the answers. It has been offered through the leading weekly magazines in advertisements such as that pictured at the left.

Further requests, in turn, have flooded in from every combat theatre, as well as from men already demobilized. How they feel about this service, and the goodwill they bear toward New England Mutual, is demonstrated by their letters, a few of which are quoted below.

From a returning veteran:

"Thank you very much for your kindness in making this booklet available to us who have been out of touch with events in the States for the past two years, and who are now returning to civil life."

From a wife whose husband is overseas:

"I have often found it hard to supply the right answers to some of the questions about the veteran's status which my overseas husband writes for, and I know he will appreciate this booklet. Your company is to be congratulated for seeing and filling this need in so practical a way, and I'm sure you have the thanks and goodwill of many a veteran and his family."

New England Mutual
Life Insurance Company of Boston

George Willard Smith, President Agencies in Principal Cities Coast to Coast
The First Mutual Life Insurance Company Chartered in America—1835

N. Y. Life Revises Some Divisions

Continuing the agency program inaugurated a year ago to provide closer contact between the field and home office and develop greater efficiency in general agency supervision, New York Life has established a southeastern division under the supervision of Don Parker, superintendent of agencies, who will have his headquarters at the home office. The new division embraces the southern department states of Alabama, Florida, Georgia, North and South Carolina and Virginia, in addition to Kentucky, Maryland, Mississippi, Tennessee, West Virginia and the District of Columbia. Inspector of Agencies Roy Minier remains in charge of the southern department at Atlanta.

Eastern Division Extended

The eastern division under the supervision of Superintendent of Agencies Romney L. Campbell is extended to include Pennsylvania and New Jersey. Henry Leivestad, assistant vice-president, has supervision over the greater New York division which includes the New York City branch offices. Inspectors of Agencies Joseph M. Schirmer in New York City and J. Frank Burke in Boston continue in charge of their respective departments. The central division under the supervision of Superintendent of Agencies Harry Hicks, whose headquarters are in Chicago, now includes Ohio.

Mr. Parker has been superintendent of agencies in charge of the Allegheny division, with headquarters at Philadelphia. Under the new setup the Allegheny division's territory has been allocated to other divisions.

Praises Report of Ill. State Retirement System

The "Wall Street Journal" had an editorial the other day praising the first annual report of the State Employees Retirement System of Illinois and commended its form and contents to the attention of the social security board and Congress. The publication states that the report is notable for its completeness, candor and its abundant evidence that the board and its working staff understand the business of retirement annuity insurance. Especially interesting, according to this editorial, is the confession in the report of an actuarial reserve deficiency.

The "Wall Street Journal" states: "Like the federal old age and survivors benefit system this much smaller system enjoys current receipts greatly in excess of current pension outpayments. Unlike the federal system, the Illinois state employees annuity trustees confess their reserve deficiency in figures."

The Illinois system is supervised by a board of trustees, the chairman of which is Roy Tuchbreiter, president of Continental Casualty and Continental Assurance. The secretary is L. C. Cortright, who was previously actuary of Kentucky Home Mutual Life and of other insurance companies.

Name Three Special Agents

Krueger and Davidson, general agents of Northwestern Mutual in New York City, has appointed Gibson Lewis, Kenneth C. Wells and Eduard F. Hartman, special agents. Mr. Lewis was formerly general agent of Massachusetts Mutual in Brooklyn. During the past few years the three men developed an organization known as the Gibson Lewis Associates, specializing in pension trusts and estate analysis and have reached the place where they feel it more expedient to relinquish managerial duties and concentrate more actively on the pension trust field. Mr. Wells has had 20 years experience in life insurance, 15 as a personal producer and the last five years he was assistant to Mr. Lewis. Mr. Hartman has been in the business for six years.

NWLB Refuses to Order Non-Contributory Plan

WASHINGTON—In the case of a labor dispute at United States Rubber Co., New Bedford, Mass., plant, the national labor board has refused request of two labor organizations that the board order the company to provide insurance plans for hospitalization, sickness, accident and life insurance benefits for its employees, and pay all the costs.

WLB stated it has never ordered an employer to establish group insurance in any labor dispute case. The board pointed to its order in the basic steel cases.

"The board will approve, under the wage stabilization program, reasonable group insurance plans agreed to by the company and the union, but declines to order such a plan on the facts in these cases (basic steel)."

In the U. S. Rubber case it was shown that there is available to that company's employees a voluntary, contributory life insurance program. The board, therefore, refused to order the company to put into effect a non-contributory plan such as requests demanded by the unions, even though such a plan might be considered in line with practice in the area concerned.

State Attacks Petitions in Ohio Tax Suits

COLUMBUS—In the suits of Massachusetts Mutual Life and Prudential attacking the Ohio premium tax as a result of the Supreme Court decision that insurance is commerce, the state filed a motion to compel the companies to make their amended petitions more definite and certain. The state says the amended petitions were filed while a motion to make the original petitions more definite was pending.

The state says the paragraph setting forth the number of policies in force, number of persons insured, amount of insurance, number of annuity certificates and premiums collected and claims paid in 1944 are not material statements. It also declares that the statement regarding the laws of New Jersey as to investments and type of securities is of "questionable materiality," and that allegations as to money spent in 1944 for postage, telephone, telegraph, express, travel, advertising and radio is an "example of pleading evidence."

The charge also is made by the state that other statements in the amended petition are argumentative matter, conclusion of law and "mathematical calculations."

D. W. Hughes Is "Millionaire"

D. W. Hughes of the McKnight agency of Connecticut General Life in New York City has received official notification that he has qualified as a member of the 1945 Million Dollar Round Table.

Before entering life insurance in 1936, Mr. Hughes was for 15 years prominent in the building and manufacturing fields. He specializes in estate planning and business insurance and operates exclusively on the program basis. He has been on the company honor roll each year, and one of the leading agents in the entire field organization for the last three. He is a graduate of the business school of the University of Pennsylvania.

Winning Blood Donors Compete

Champion blood donors of Massachusetts Mutual Life and Connecticut Mutual Life were friendly rivals on Listerine's radio show, "Quiz of Two Cities," the Massachusetts Mutual team having won with 155 points to 136 for the opponents. The Massachusetts Mutual home office team of three were Miss Margaret A. Warnock, who has been a blood donor five times; Richard Keene, four times; Miss Barbara Potter, six times; and E. J. Stephens, seven times.

A sales aid that creates more sales for U. C. agents

•INTERESTING
•CONCISE
•VALUABLE



"**SOME INTERESTING FACTS**" has important value for Union Central agents, policyholders and prospects. For this booklet gives concrete facts that tell why U. C. has earned the title of "A Policyholders' Company." It gives the past history of U. C., the company's present financial status and investments and enumerates the services rendered to policyholders.

Practical, timely and usable material of this same high standard is provided by the sales promotion department every week to help U. C. agents increase sales . . . to help U. C. agents increase their income and thus enjoy a better living.

THE UNION CENTRAL LIFE INSURANCE COMPANY

Cincinnati, Ohio

Over \$500,000,000 in Assets

Dil
at J
L. I.
of No
keeps
will b
assista
agent
burgh
Mr.
he at
Elm
east a
gaged
at Pit
in 193
led th
duction
later h
tant m
1939
North
to the
cruiting
qualified
bronze
last ye
Mr.
person
personal
comple
period
gaging
special
He bec
his ma
a cons
ness.
preside
ation o
Equi
Retir
A ne
for w
Equita
busines
intende
stitut
women
65, wh
of soci
their f
Libera
The p
premium
an inc
those r
curity
sion pl
one o
who w
until t
and th
benefit
The
M
AT
By bill
which
territory
In re
whether
absolutel
Natio
Bvd., G

Dill Succeeds Bull at Poughkeepsie

L. M. Bull, for 27 years general agent of Northwestern Mutual Life at Poughkeepsie, N. Y., is retiring July 1 and will be succeeded by Elmer R. Dill, assistant to Roger A. Clark, general agent for Northwestern Mutual at Pittsburgh.

Mr. Dill is a native of Kansas where he attended Sterling College. Going



Elmer C. Dill



L. M. Bull

east after the other world war he engaged in banking and investment fields at Pittsburgh. Entering life insurance in 1931 with Massachusetts Mutual, he led the agency that year with a production of over \$300,000. Three years later he went with Prudential as assistant manager of the ordinary office. In 1939 he became a special agent for Northwestern Mutual and then assistant to the general agent in charge of recruiting and training new agents. He qualified in personal production for the bronze, silver and gold buttons, and last year for the \$400,000 Club.

Mr. Bull will devote himself to his personal affairs and will continue personal production in the agency. After completing his education, he spent a period in the financial field before engaging in life insurance in 1903 as a special agent for Northwestern Mutual. He became general agent in 1917. Under his management the agency has been a consistent producer of quality business. He was an organizer and is past president of the Poughkeepsie Association of Life Underwriters.

Equitable Has Women's Retirement Income at 55

A new retirement income at 55 plan for women has been announced by Equitable Society, specially designed for business and professional women. It is intended to meet the demand for a substitute income to replace earnings of women who desire to retire before age 65, when they could avail themselves of social security in many cases, or of their firms' pension plans.

Liberalizes on Merchant Marine

The new contract on a convenient premium paying basis provides: First, an income for life starting at 55 for those not covered under the social security act or under an employee's pension plan; second, for those covered by one or both of these old age plans, who wish to retire at age 55, an income until the effective date of either plan, and then supplement these retirement benefits.

The policy contains the same pro-

visions found in the retirement income policies at 60 and 65.

Equitable now will consider applications on lives of civilians employed in the U. S. merchant marine service. The regular war and aviation clause at specified occupational ratings will be employed in cases of persons engaged in Great Lakes, inland waterways, rivers and harbors service. A wartime extra premium of \$7.50 per \$1,000 will be imposed in all cases involving ocean and coastwise service, in consideration for which Equitable will amend the war and aviation restriction so as to provide full civilian war coverage. The war extra

premium will be in addition to any occupational rating. No non-medical cases will be accepted on any of these risks, but all must be medically examined.

More liberal occupational treatment of fishermen was announced, due to diminished war hazard.

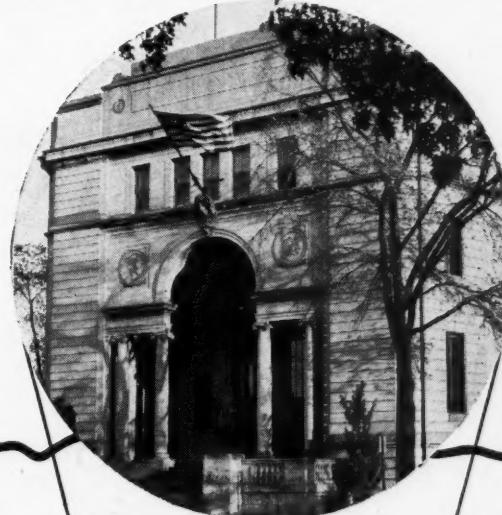
Kugle Succeeds Silberberger

Lloyd Silberberger, who has been in charge of the G. Archie Helland agency of Connecticut Mutual Life in San Antonio while Captain Helland has been in the army and has now gone to Seattle as general agent, is succeeded in

San Antonio by William V. Kugle, Jr., who has been with the Houston agency. Mr. Kugle is a graduate of the University of Texas and attended the home office training school. He then went to Houston as service manager for one year, then spent two years in personal production, and since that time has been in supervision work.

William M. Anderson, general manager North American Life of Canada, has been appointed director general of the National Housing Administration of Canada.

*Support the
Mighty 7th
War Loan*



**GREETINGS to the
National Association of In-
surance Commissioners, in
session at the Twin Cities
June 4, 5, 6, and 7 for their
1945 business meeting. In
war or in peace, for business
or pleasure, Minnesota is
hard to beat. When final
victory is ours Northwest-
ern National Life hopes all
of you will visit The Land of
10,000 Lakes for a vacation
you'll long remember.**

O. J. Arnold

MANAGER WANTED AT AURORA, ILLINOIS

By billion dollar life insurance company which has had an organization in the territory for the last 50 years.

In reply please state experience, age, whether married, etc. Replies treated absolutely confidential. Address B-85. The National Underwriter, 175 W. Jackson Blvd., Chicago, Illinois.

SERVING
MORE THAN
5,000,000
POLICIES
IN FORCE



The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**

HOME OFFICE
NASHVILLE TENNESSEE



NATIONAL BLDG.
TENNESSEE

**Lutheran Mutual Elects
Three Vice-presidents**

Three vice-presidents were elected by Lutheran Mutual at the annual meeting of directors. The board failed to select a new president.

The new vice-presidents are Walter G. Voecks, J. P. Kroger and E. R. Hegg. Mr. Voecks also is secretary and actuary. Mr. Kroger is assistant treasurer and Mr. Hegg is superintendent of agents. F. W. Studier was reelected treasurer. All are from Waverly.

Rev. A. C. Ernst of Stillwater, Minn., acting president, will continue in office. The position will be filled at the next quarterly board meeting in August unless a special meeting is called.

Committees were named to investigate possible office accommodations in Des Moines and make other arrangements for the proposed relocation of the main offices at Des Moines.

Spooner Agency Takes Top Honors in Texas

The A. Lloyd Spooner agency of Equitable Society in San Antonio led all the Texas agencies in April during the Par-for-Parkinson campaign honoring President T. I. Parkinson. Mr. Spooner was the "Par-Excellence agency manager; A. Constant, San Angelo, the Par-Excellence district agency manager. All the six gold watches offered for Texas agents who made the best records were awarded to agents in the Spooner agency.

The agency, including San Antonio, San Angelo and El Paso, with surrounding territories, wrote \$1,266,000. L. H. Frazen, Midland, who joined the Constant agency in December, 1944, wrote \$279,633; Ray Ashford \$143,949, William Reed \$76,068; A. C. Midkiff, Midland, \$62,843, and R. G. De Berry \$25,295. The Constant agency of San Angelo produced \$708,048.

District managers and their agents were guests at a steak dinner at the Spooner home. Irving Groce, El Paso district manager, and his agents were Mr. Spooner's guests at a dinner in Juarez, Mexico.

**Stump the Experts Program
Conducted at Hartford**

L. J. Ackerman, dean of the school of business administration at University of Connecticut, acting dean of Hartford College of Insurance, and well-known in Hartford because of the many classes he has conducted in preparation for C.L.U. examinations, took on a new role last week as quizmaster at a luncheon meeting of the Hartford Life Underwriters Association in a "Stump the Experts" program.

Participating were members of the Leaders Round Table of Connecticut, including Wilbur S. Pratt, Northwestern Mutual, Hartford, president Hartford C. L. U. chapter; Frank Crowell, Mutual Benefit, Norwich, chairman Leaders Round Table; Harvey Z. Nourse and Malcolm K. Douglas, Connecticut General, Hartford, and Francis T. Penn, Jr., Connecticut Mutual, Hartford.

**Ky. Home Sells 148,000
Missouri State Life Shares**

According to reports in financial districts Kentucky Home Mutual Life at Louisville, through Bankers Bond Co., Louisville, has disposed of the 148,000 shares of old Missouri State Life stock which it has held. It is reported that the stock was sold for \$1.85 to \$1.90 a share. It had been carried by Kentucky Home Mutual at \$3 a share but there was a reserve put up against it so that the net value at which it was carried was only \$1.50 per share. The market for Missouri State currently is about \$2 to \$2.10. Prior to this latest activity it had been running about \$1.75.

The old Missouri State Life stockholders have certain rights after the liens have been entirely removed from

Missouri State policyholders, hence there is some speculative interest in the stock.

Correction as to Tom Reed

When reporting the death recently of Tom B. Reed, million dollar producer for Great Southern Life at Oklahoma City, it was erroneously stated that Mr. Reed had been an unsuccessful candidate for Oklahoma insurance commissioner in 1938 against Jess G. Read. As a matter of fact Tom Reed's name was mentioned for this office but he withdrew and never was a candidate.

With the **Unique Manual-Digest** you "have the answers." \$6 from National Underwriter.



**You Can Plan Today For
Your Production and
Home of Tomorrow**

through a

**RENEWAL
COMMISSION
LOAN**

Money for...

- PRODUCTION
- WORKING CAPITAL
- CUSTOMERS' NOTES AND ACCOUNTS
- POSTWAR OPPORTUNITIES
- EXPANSION
- HOMES, ETC.

OUR BUSINESS is loaning you money in substantial amounts . . . the one source in the U.S. that specializes and really understands your needs.

A renewal loan of \$4,500 costs you only 11 cents per day per thousand dollars.

A unique plan developed by us in cooperation with the Northwestern National Bank of Minneapolis.

**LIFE
UNDERWRITERS
CREDIT CORPORATION**
MINNEAPOLIS 2, MINNESOTA

1. M.
2. P.
3. E.
4. N.
5. J.
6. M.
7. C.
8. T.
9. S.
10. A.
11. P.
12. M.
13. M.
14. N.
15. C.
16. U.
17. C.
18. P.
19. C.
20. P.
21. N.
22. B.
23. M.
24. L.
25. P.
26. W.
27. M.

June 1, 1945

LIFE INSURANCE EDITION

9

Leaders in Group, Policy Payments

GROUP IN FORCE

1 Metropolitan Life.....	\$6,589,150,608
2 Aetna Life	3,932,141,830
3 Travelers	3,683,326,369
4 Equitable Society	3,620,367,216
5 Prudential	2,355,023,657
6 John Hancock	1,032,946,787
7 Conn. General	765,151,314
8 Sun. Can.	649,452,200
9 Occidental, Cal.	427,984,635
10 General American	418,635,458
11 Continental, Ill.	258,141,896
12 Shenandoah Life	203,795,997
13 Provident L. & A.	142,860,085
14 Canada Life	132,236,038
15 N. W. National	127,079,910
16 Protective, Ala.	102,033,667
17 Great-West Life	77,575,719
18 Cuna Mutual	76,838,703
19 Union Labor	74,594,839
20 Bankers, Ia.	60,487,608
21 Confederation	53,039,157
22 Minnesota Mutual	51,600,969
23 Lincoln National	44,732,486
24 Southwestern Life	43,420,888
25 Amalgamated, N. Y.	38,511,000
26 Mutual Life, Can.	36,274,371
27 Amer. Standard, D. C.	33,627,750
28 Morris Plan	32,865,918
29 United States Life	25,662,032
30 West Coast Life	25,076,805
31 Calif.-Western States	24,898,188
32 Life of Virginia	21,354,035
33 Northern, Wash.	15,337,399
34 Savings Bk., Mass.	15,324,350
35 Washington Natl.	15,259,084
36 Manufacturers	13,267,094
37 Business Men's	12,922,740
38 National L. & A.	12,569,100
39 Capitol Life, Colo.	12,453,277
40 Great Southern	11,705,600
41 Columbian Natl.	11,695,755
42 Atlas Life, Okla.	11,307,506
43 Reserve Loan, Tex.	10,102,460
44 Western & Southern.	9,820,625
45 Eureka-Maryland	9,737,975
46 Imperial, Can.	9,435,440
47 Federal, Ill.	9,142,450
48 Dominion Life	9,011,293
49 Gulf, Fla.	8,502,250
50 Pan-American	8,142,200
51 Credit Life	7,923,675
52 Gate City	7,724,740
53 Ky. Home Mutual	6,785,793
54 Southland Life	6,754,813
55 North Amer. Can.	6,402,278
56 Security L. & T.	5,999,525
57 Farm Bureau	5,732,848
58 Liberty, S. C.	5,334,487
59 Crown Life	5,128,292
60 Pacific Mutual	4,893,893
61 Amalgamated L. & H.	4,853,000
62 Cooperators Life	4,738,122
63 Union Mutual, Me.	4,712,000
64 Alliance Life	4,179,150
65 Natl. Life, Okla.	3,461,126
66 Peoples, Ind.	2,896,581
67 Michigan Life	2,880,331
68 Savings Bk., N. Y.	2,845,500
69 Northern, Can.	2,740,170
70 Great Natl., Tex.	2,685,216
71 Guardian, N. Y.	2,593,539
72 Colonial Life	2,469,316
73 Franklin Life	2,407,800
74 North Amer., Ill.	2,380,150
75 Progressive, Ga.	2,217,040
76 World	2,088,375
77 Fidelity Reserve	2,017,400
78 Kansas City	1,912,380
79 Constitution Life	1,874,500
80 Security Mut., Neb.	1,709,100
81 Southern, Ga.	1,625,105
82 Hoosier Farm Bur.	1,599,447
83 Natl. Fidelity	1,588,411
84 American National	1,462,000
85 No. Car. Mutual	1,372,600
86 Home Life, Pa.	1,343,500
87 State Reserve	1,261,750
88 Puritan Life	1,137,650
89 Life & Casualty	1,113,500
90 Amer. Hospital & L.	1,061,100
91 Country Life	1,051,750
92 Acacia Mutual	1,034,833
93 Beneficial Life	1,020,000
94 Western Reserve	954,850
95 Volunteer State	913,750
96 Commonwealth Life	835,032
97 State Farm	797,909
98 Loyall Protective	757,500
99 Savings Bk., Conn.	738,000
100 North Amer. L. & C.	737,332

AMOUNT PAID POLICYHOLDERS

1 Metropolitan Life.....	\$ 555,652,301
2 Prudential	372,230,625
3 Equitable Society	207,079,942
4 New York Life.....	182,029,817
5 John Hancock Mutual	105,736,238
6 Mutual Life, N. Y.	104,777,115
7 Northwestern Mutual	103,123,872
8 Travelers	85,167,771
9 Sun Life, Canada	80,582,922
10 Aetna Life	75,393,100
11 Penn Mutual	51,262,584
12 Mutual Benefit	51,173,072
13 Massachusetts Mutual	42,625,063
14 New England Mutual	37,914,681
15 Connecticut Mutual	28,177,659
16 Union Central	27,177,665
17 Connecticut General	25,625,546
18 Provident Mutual	24,920,557
19 Canada Life	22,222,646
20 Phoenix Mutual	17,208,515
21 National Life, Vt.	17,091,633
22 Bankers, Iowa	16,904,158
23 Manufacturers	14,737,888
24 Lincoln National	14,492,896
25 Pacific Mutual	14,298,095
26 Western & Southern.	14,194,840
27 Mutual Life, Can.	14,106,846

*It's always good eating
when habit adds the seasoning*

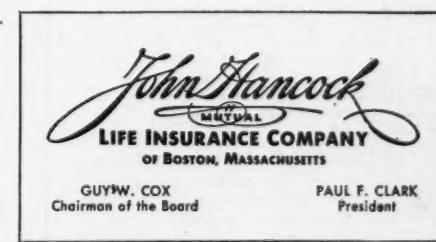
EVERYBODY in Mount Holly said my Grandmother was the best cook in town. One of my fondest boyhood memories is sitting in that big kitchen watching her bake pies and cakes and cookies. A cup of this, a teaspoon of that, each motion quick and sure, and she never seemed to use any recipes.

"Grandma," I asked one day, "how do you know what to put in and how much to put in?"

The old lady smiled. "Son, when you've been cooking as long as I have, you don't have to look

at the cookbook. Even if I forgot, my hands would reach for the right things. Today it's *habit* that makes the cooking folks seem to rave over."

We at John Hancock have found that habit has a lot to do with the selling of life insurance, too. It's doing things the right way until they become habit that makes the day run more smoothly . . . helps men close more sales . . . earn more money.



GUYW. COX
Chairman of the Board

PAUL F. CLARK
President

Eighty-two years of growth
Insurance in force December 31, 1944, \$6,803,793,028



83. American Mutual.....	2,027,737
84. Southland Life.....	1,962,380
85. Colonial.....	1,949,797
86. Volunteer State.....	1,948,861
87. Pilot, N. C.....	1,918,766
88. Manhattan Life.....	1,895,377
89. Northern Wash.....	1,888,227
90. Home Life, Pa.....	1,772,254
91. Boston Mutual.....	1,761,047
92. Baltimore Life.....	1,738,713
93. United Benefit.....	1,676,242
94. Security Mutual, N. Y.....	1,673,896
95. Business Men's.....	1,672,053
96. Peoples, D. C.....	1,633,246
97. Protective, Ala.....	1,615,343
98. Gulf Life, Fla.....	1,611,670
99. Liberty Life, S. C.....	1,576,215
100. Indianapolis Life.....	1,569,653

INDUSTRIAL IN FORCE

1. Metropolitan Life.....	\$8,985,797,708
2. Prudential.....	8,057,275,752
3. John Hancock.....	2,158,936,159
4. American National.....	900,753,758
5. Western & Southern.....	859,750,746
6. National L. & A.....	814,997,615
7. Life of Virginia.....	453,542,548
8. Life & Casualty.....	339,485,226
9. Monumental Life.....	295,710,648
10. Industrial L. & H.....	252,142,401
11. Peoples, D. C.....	214,896,725
12. Home Beneficial.....	163,646,837
13. Gulf, Fla.....	146,285,798
14. Liberty, S. C.....	144,589,282
15. Liberty, National.....	140,837,145
16. Washington National.....	136,403,505
17. Sun Life, Md.....	128,471,258
18. Knights Life, Pa.....	119,158,627
19. Commonwealth.....	118,300,896
20. Equitable, D. C.....	112,253,608
21. Continental, D. C.....	105,547,628
22. Interstate L. & A.....	104,670,626
23. Baltimore Life.....	104,466,768
24. Durham Life.....	97,320,514
25. Colonial Life.....	96,363,997
26. Carolina Life.....	94,909,973
27. Home Life, Pa.....	93,463,887
28. Boston Mutual.....	85,287,356
29. Atlanta Life, Ga.....	84,729,223
30. Southern L. & H.....	74,062,797
31. Pilot, N. C.....	71,370,250
32. Reliable Life, Mo.....	64,565,919
33. Home Security.....	64,015,034
34. Supreme Liberty.....	62,287,678
35. Gate City.....	61,955,137
36. Texas Prudential.....	55,971,904
37. North Carolina Mut.....	55,503,032
38. Amer. L. & A., KY.....	52,681,343
39. Peninsular Life.....	51,603,548
40. First National.....	51,418,968
41. Imperial, N. C.....	48,078,527
42. Independent L. & A.....	46,710,967
43. Union Life, Va.....	45,432,352
44. Ky. Central L. & A.....	40,684,129
45. Eureka-Maryland.....	39,086,828
46. Bankers H. & L.....	38,575,179
47. Universal L. & A.....	36,633,287
48. Southern Dixie.....	36,282,142
49. Empire L. & A.....	34,853,267
50. Home State.....	33,705,726
51. Home Friendly.....	32,813,845
52. Afro-American.....	31,828,164
53. Pilgrim H. & L.....	31,819,909
54. Universal, Tenn.....	31,823,549
55. Atlantic Coast.....	31,156,637
56. Missouri.....	29,347,260
57. Rio Grande Natl.....	28,888,226
58. Great Amer., Tex.....	28,336,874
59. Cosmopolitan, Tenn.....	24,567,364
60. All States.....	24,183,343
61. Pa. Mutual.....	24,137,943
62. United, Ill.....	22,348,765
63. Progressive Quaker.....	21,633,201
64. Palmetto State.....	21,542,636
65. State Capital.....	21,424,663
66. Universal, Va.....	18,832,485
67. Standard, Miss.....	18,467,535
68. National Burial.....	18,419,422
69. Lincoln Income.....	17,003,598
70. Mammoth L. & A.....	16,805,917
71. Philadelphia United.....	16,437,237
72. Old Dominion.....	15,686,653
73. Superior Life, Pa.....	14,623,601
74. Family Fund.....	14,503,325
75. Amer. Life, Ala.....	14,452,409
76. Domestic L. & A.....	13,196,562
77. Tharp-Sontheimer.....	13,034,323
78. Virginia L. & Cas.....	13,090,001
79. Industrial, Pa.....	11,964,904
80. Progressive, Ga.....	11,505,123
81. Philanthropic Mutual.....	11,409,333
82. Central, Ill.....	11,369,591
83. Golden State Mutual.....	10,837,420
84. Mutual Ben. Society.....	9,980,247
85. Independent, Md.....	9,711,044
86. Asso. Fun. Directors.....	9,233,223
87. Peoples Industrial.....	8,580,303
88. Southern Aid.....	8,531,287
89. Capital L. & H.....	8,510,246
90. Amer. Home, D.C.....	8,291,733
91. Franklin Natl.....	7,905,866
92. Louisiana Industrial.....	7,803,500
93. United Mutual.....	7,696,243
94. Public Savings.....	7,550,077
95. Guarantee Reserve.....	7,393,604
96. Citizens Home L. & A.....	7,254,911
97. Commonwealth L. & A.....	7,252,341
98. Excelsior, Tex.....	7,242,043
99. Union Life, Ark.....	7,182,559
100. Unity Life, La.....	7,037,750

*Figures as of Jan. 1, 1944.

*Industrial life insurance only, excluding A. & H. etc.

Would Separate Broker Licenses by Lines in Ill.

SPRINGFIELD, ILL.—House bill 711 which calls for a change in the cost of brokers' licenses was recommended for passage by the insurance committee. At present brokers in Cook county pay a \$10 fee and those outside Cook county \$5.

Under the proposed bill brokers writing only life and accident would pay \$5. They would pay an additional \$5 if they handle these lines and fire, casualty, surety and marine. The broker outside Cook county under the new setup would pay the same rate, \$5 for life, accident and health and \$5 for the other lines.

The hearing on bill 722 which pertains to privilege tax payable by foreign and alien companies was postponed till June 4.

Bill 691 was recommended for passage. It provides that bond required of officers of a mutual benefit association entrusted with custody of its funds, would be exclusive of the amount the association maintained on deposit with the insurance department and in no event less than \$1,000.

Rep. John G. Ryan of Chicago has introduced in the Illinois legislature a bill similar to that which was introduced earlier by his brother, Rep. James

J. Ryan and that was killed. It requires that at least 75% of the investments of foreign insurers must be in conformance with the investment laws of Illinois. It increases the privilege tax from 2% to 4% of premiums. It repeals the Guertin legislation in life insurance and includes a number of other provocative features.

John Sullivan, former White Sox pitcher and brother of the late James Sullivan of the Gilbert & Sullivan organization, was in Springfield to talk on the Ryan bill. He will return for the hearing next Monday.

The administration bill to create an interim committee of 10 to study questions of state regulation in the light of the S.E.U.A. decision was expected to pass the senate this week.

United American Life of Denver held an open house the other afternoon in recognition of attaining \$10 million of insurance in force. It was also United American's seventh anniversary.

On completion of 20 years of service with Metropolitan Life, William Berry was honored at a dinner given by the Green Bay, Wis., agency. A service medal was presented him by T. O. Kirkelie, manager and the veterans medal by Ray Matzke.

John Hancock, Penn Mutual Are Selling Municipals

NEW YORK—The sale of large lots of state, municipal and county bonds by John Hancock and Penn Mutual May 29 is in keeping with a trend which has been apparent for some time. Such issues are at, or close to all time highs and their tax exempt feature is of little or no consequence to insurance companies or savings banks. It is profitable to sell them at the high premium of as much as 30 points and reinvest in 2½% government issues. They are purchased by individuals or trusts to whom tax exempt feature is important.

Plans to Buy Governments

John Hancock states it will use the proceeds of the 77 lots it is selling on that date having an aggregate of \$52,379,000 to purchase government bonds, particularly the seventh war loan. Among the bonds to be sold are New York City issues aggregating \$19,408,000 and other state, municipal, and county bonds.

Penn Mutual sold 24 lots aggregating \$5,565,000.

Harold R. Buckman, Milwaukee general agent of Old Line Life has qualified for the Million Dollar Round Table.

STATE MUTUAL HAILS
THE
NATIONAL QUALITY AWARD

State Mutual Life is happy to add its endorsement of the National Quality Award.

National recognition of quality underwriting has been long needed in the industry.

We congratulate the two Committees representing the National Association of Life Underwriters and the Life Insurance Sales Research Bureau whose untiring efforts to produce a citation for faithful adherence to sound principles of life underwriting have borne such fruitful results.

We believe that public recognition of the National Quality Award will gain swift momentum and that its possession bestows prestige on every life underwriter who qualifies.

**Isgrig Cincinnati Head;
O'Connor to Texas Post**

CINCINNATI—R. C. O'Connor, manager of the Cincinnati department of Reliance Life the past 10 years, has been appointed home office supervisor covering Texas at Houston. He is succeeded as manager at Cincinnati by Glenn W. Isgrig, educational director at Cincinnati and former assistant manager here.

STATE MUTUAL LIFE
ASSURANCE COMPANY OF WORCESTER, MASSACHUSETTS

CHARTERED 1844 · NOW IN ITS SECOND CENTURY

The
Blu
A.
Dic
much
and h
years,
ness
dressing
Associa
much
life i
lodges
decided
which
ternal
knowle
suranc
It the
hously
accide
at the
beli
izatio
friend
He de
much
written
as the
Cross
Why
He a
nat
ment
for th
be co
panies
premi
and e
a 50-
In t
accide
listed
form
use w
that a
of his
suranc
about
35,000
icies.
Build
Fun
of ins
indivi
siastic
accide
just s
forms
advise
himse
likely
to bu
but o
probab
can't
could
In th
the
need
of ins
room
his pr
"Irish
The
ton,
agen
Van
the "
coudu

Blue Cross Aided A. & H. as Fraternals Did Life Insurance

The Blue Cross plans have occupied much the same relation toward accident and health insurance as the fraternals did toward life insurance in the early years. W. T. Grant, chairman of Business Men's Assurance, declared in addressing the Chicago Accident & Health Association. At a time when there was much actual opposition to the idea of life insurance many people joined lodges, with the life insurance angle decidedly secondary, but the benefits which they received under their fraternal policies helped build up the knowledge and appreciation of life insurance generally.

It has been stated sometimes that the hospital associations met a previously unrevealed demand and that the accident and health business was asleep at the switch. Mr. Grant expressed the belief that the real growth in hospitalization insurance started only when the friends of those who had become subscribers to these plans saw it in action. He declared that probably ten times as much hospitalization insurance is being written by the regular companies today as there would have been if the Blue Cross had not entered that field.

Why Make It Compulsory?

It also has been said that the business is not keeping up with the public demands and hence the public is turning to the government. If this is true, he asked why it is that all governmental schemes are put on a compulsory basis. If the people want it and it is made available, they should be expected to go and get it, but experience has proved that it doesn't work out that way. People want the courtesy and attention which competition guarantees.

He admitted, however, that there is a national trend to have the government do for its people what they haven't for themselves. This tendency cannot be combatted successfully if the companies keep 75% or even 51% of the premiums received. He said the losses and expenses should be put at least on a 50-50 basis.

In telling why he is enthusiastic about accident and health insurance, Mr. Grant listed first the fact that there is no other form of insurance which is brought into use with the same frequency. He said that accident and health constitutes 40% of his company's business and life insurance 60%, but the latter produces about 500 claims annually as against 35,000 under accident and health policies.

Build Room Most Needed

Furthermore, he said, it is the type of insurance that means most to the individual. He said that he is enthusiastic about life insurance as well as accident and health but for a young man just starting in, who can't afford both forms of protection he said he would advise very strongly that he protect himself against the hazard which is most likely to occur. If a man were starting to build a house and could construct but one room at a time, the first one probably would be the kitchen, as you can't cook in a bedroom although you could sleep in the kitchen if necessary. In the same way disability protection is the form that is most immediately needed and as soon as the purchaser of insurance is able to build on another room he should add life insurance to his program.

"Irish Sweepstakes" Winners

The O. T. Sullivan agency, Burlington, Vt., Fred T. Jordan home office agency, Henry T. Cook agency, Providence and Alphonse P. Labbe agency, Van Buren, Mo., were the winners of the "Irish Sweepstakes" sales campaign conducted by the field force of Union

Mutual Life in honor of President Roland E. Irish.

Mr. Cook led all representatives in submitted volume.

Mr. Labbe was the leader in the number of cases produced, and placed second in submitted volume.

New Members Elected by L. A. A. Are Announced

Joseph B. Treusch of United States Life, membership chairman of the Life Advertisers Association, announced new members who have been elected. These include:

J. Fay Davies, general manager Na-

tional Life Assurance, Toronto, to replace Don M. Tudhope; John H. Rader, manager field service department Ohio National Life; Edwin P. Leader, advertising manager Bankers Life of Iowa; T. B. Harrison, vice-president Standard Life; W. T. Whitehead, director of sales and training Kansas City Life; Miss N. Jane Miner, editor of "Lifetime," Kansas City Life.

Manhattan Life is a new member company, represented by Vincent W. Edmondson, assistant to the president.

L. B. Hendershot, president of L.A.A., has appointed J. Percy Lyons, advertising manager of Manufacturers Life of Canada, on the executive committee.

tive following incorporation of L.A.A. and was on the board for several years. Mr. Lyon is a past president of the Life Insurance Advertising Managers Association of Canada and is vice-chairman of the advertisers section of the Canadian Life Officers Association and for two years has been treasurer of the Association of Canadian Advertisers.

Propose Ohio Salary Boost

COLUMBUS—An increase in salary of from \$5,000 to \$7,500 for the Ohio superintendent of insurance is provided for in a bill approved by the house committee on the organization of state government.



**Not a woman in the
room has a dress as
daring as mine.**

**Why'd I let 'em stick me
with this maroon dinner
jacket—there's not another
one like it here tonight!**



YES, men and women differ in their attitudes, whether it be clothes or careers or advertising. Women look for their kind in

LADIES' HOME Journal

LARGEST AUDITED CIRCULATION OF ANY MAGAZINE

Hospital Care Survey Is Presented

The U. S. public's participation in monthly prepayment hospital service associations and hospital insurance plans has trebled since 1940, and now includes approximately 26,000,000 persons, according to Northwestern National Life.

Wives use half again as much hospital care as do their husbands, the records show. Single men use 25% more hospital care than do married men. As a man acquires a family he tends to cut his own hospital care to a minimum as his dependents require more. With men, illness causes four out of five hospitalizations, and accidents only one out of five. Digestive troubles result in a third of all men's hospitalizations.

With women, accidents cause only one out of 10 hospitalizations, and miscellaneous illnesses cause seven out of 10. The greatest single cause is maternity, which is responsible for one out of five women's hospitalizations.

A major emergency like a lengthy hospital session, due to accident or illness, occurs in the average American family approximately every 11 years, the Northwestern National found in a survey of histories of several thousand policyholders.

Of the 26,000,000 persons with pre-

paid hospital cover, approximately 18,000,000 are members of Blue Cross plans, another 6,000,000 are covered by commercial insurance plans, and probably another 2,000,000 persons by individual local hospitals, labor unions, credit unions, cooperatives, and other groups.

In 1944, one out of every 10 members of group hospital associations was hospitalized. The average individual's stay was seven and a quarter days, compared with from eight to 10 days in former years. This reduction partially reflects the addition of "out-patient" service by many associations, resulting in one-day hospital visits in some 10% of all cases; it also reflects present crowded hospital conditions, which have forced many hospitals to limit each patient's stay to the minimum necessary, in order to make way for the pressure of incoming patients. This same condition has practically eliminated malingering, always a small item, although some 5% of group hospital association cases formerly tried to overstay, or to secure admittance unjustifiably, the survey states.

Allen W. Wallace, 68, Midland Mutual Life, Akron, died. He formerly was a teacher.

Stamper an "Arkansas Traveler"



When Powell Stamper, sales promotion manager of National Life & Accident, appeared as a speaker before the Little Rock Association of Life Underwriters, he was presented a commission, issued by Governor Ben Laney, designating him an "Arkansas Traveler."

The presentation was made by Foster

Vineyard, general agent of Aetna Life Little Rock, president of the Arkansas association, on behalf of Governor Laney.

Powell Stamper is a native of Jonesboro, Ark., and began his insurance career there 20 years ago with National Life & Accident.

Do You Know

why brokers and surplus writers recommend the Berkshire?



For that client of yours interested in the future of his family

ANOTHER REASON—the Berkshire's FAMILY INCOME RIDER offers many worry-eliminating advantages for that client of yours who wants to make sure, if anything should happen to him, his family will have a regular, dependable monthly income all through the most critical years when the children are growing up.

The period of Monthly Income can be either 10, 15 or 20 years from the date of issue of the provision.

The Family Income Rider can be included with any new regular Berkshire Life Policy of ordinary life or higher premium.

We will accept brokerage or surplus business.

Full details concerning the Berkshire's Family Income Rider will gladly be furnished upon request without obligation.

Berkshire

LIFE INSURANCE COMPANY

Incorporated 1851

HARRISON L. AMBER, President

PITTSFIELD • MASSACHUSETTS



IF YOU ARE A FULL TIME AGENT OF ANY COMPANY, WE SOLICIT YOUR SURPLUS BUSINESS ONLY.

Fischer Cites Importance of Salesman's Job

The salesman's job in the reconversion period was discussed by Chester O. Fischer, vice-president Massachusetts Mutual Life, before the General Agents & Managers Association of Springfield, Mass., at a luncheon meeting.

He said all business men recognize the necessity for a busy, prosperous America in the days ahead.

Maximum production of the conveniences and necessities of a peacetime economy is necessary in order to have full employment and a continuing high national income.

"We must have all of that," he said, "to meet the tax requirements of many years ahead, as we meet not only the normal costs of government, but also the expenses of a military force larger than usual, the cost of allotments and pensions . . . together with interest payments and a gradual reduction of the tremendous outstanding national obligation.

"All of this employment, income and production depend upon the consumption of goods produced, and the selling job of tomorrow is the job of first importance."

Life insurance is important in maintaining a sound national economy. This maintenance requires not only labor, natural resources and capital, but also the vital spark of initiative and enterprise. Life insurance is one of the great services which enables men to be self-reliant. It enables them to have that sense of financial security which makes them willing to assume the many risks which must be taken to support

Writes Almost 2 Daily for 10 Years

In recognition of his unusual achievement of writing more than one application a day for 10 years, for a total business of over \$8,500,000, Ernest L. Buchanan, district manager of State Life of Indiana, at Vallejo, Calif., was awarded an honor scroll by President Robert E. Sweeney.

Mr. Buchanan, member of the Arthur J. Hill agency, started May 1, 1935, to write one application for each day in each month for one year. He surpassed his aim, and then continued year after year to top his original goal. His average is nearly two applications per day.

He has led State Life nine successive years. In 1938 he wrote 777 applications for \$1,082,447, in 1939 852 applications for \$1,178,322, in 1940 \$1,233,528 of business, and in 1941 more than \$1 million. In addition he manages a successful district agency. He wrote 137 applications for a total of \$182,400 in March 1940. In 1939 he led State Life each of 12 successive months. Mr. Buchanan sells many types of policies. Many of his policies are endowments. He sells "money for the future." His favorite policy is endowment at age 65. He sums up his selling methods very simply: "Just keep moving and telling people what you have and how it will help them and you will get your share of the business."

the continuing business progress upon which the national economy necessarily depends.

Illustrate your A. & H. sales talk with the "Pictograph", \$3.00 a copy. The A. & H. Bulletins, 420 E. 4th St., Cincinnati 2, Ohio.

Dominion Life
THE ASSURANCE COMPANY
Since 1889
HEAD OFFICE - WATERLOO, ONTARIO
SPECIAL PLANS FOR SPECIAL NEEDS

The icy a
passa
law, t
this t
ing in
Conn
both
ernor
soon.
Distri
is de
state,
adopt
An
islatu
the G
politic
ticut
bill w
mitten
Insur
N. G.
Jersey
New
the lo
compa
about
bill b
but o
List
The
ure th
nesses
mont,
Those
Maine
New
ginia,
Wisca
Minne
the le
the la
sione
necess
Iowa,
kans
Neva
Lea
the ad
of the
come
major
arial
compa
be be
culatio
and p
condit
compa
The
older
equit
of ex
to an
Stream
The
ations
tuaria
ance
culate
antiqui
on wh
the in
public
is said
life in
mit of
policy
else to
tion a
fits t
The
bills,
them
code
bill.
valuat
indust
ards f
Life
in ad
bases-

Guertin Legislation Expected to Get Green Light

The Guertin legislation affecting policy and non-forfeiture valuations has passed 24 state legislatures and become law, and there are bills incorporating this uniform legislation which are pending in two other states. One of these, Connecticut, has passed the bill through both houses and it is before the governor for signature, which is expected soon. There are only 15 states and the District of Columbia where the action is delayed. These include New York state, but it is expected that it will be adopted there as well.

An observer in Ohio believes the legislature cannot be prevailed upon to pass the Guertin bills, as he finds a bad political situation there. The Connecticut bill is not the standard Guertin bill which was formulated by the committee of the National Association of Insurance Commissioners headed by A. N. Guertin, then actuary of the New Jersey department.

New York is the leading state where the legislation is necessary. Some life company executives are pessimistic about the possibilities of getting the bill through the New York legislature but others find the situation optimistic.

List of Approving States

The states which passed the measures this year are Oregon, Montana, Tennessee, North Carolina, Colorado, Vermont, Pennsylvania and West Virginia. Those which previously passed it are Maine, New Hampshire, Massachusetts, New Jersey, Delaware, Maryland, Virginia, Kentucky, Indiana, Michigan, Wisconsin, Illinois, Missouri, Nebraska, Minnesota and California. States where the legislation is not necessary because the laws permit the insurance commissioner and company to agree on the necessary bases include South Carolina, Iowa, Florida, Alabama, Mississippi, Arkansas, Rhode Island, Georgia and Nevada.

Leading actuaries are optimistic as to the action on the Guertin measures. One of the expected effects when these become statutory law country-wide is a major change in the fundamental actuarial bases of the operations of life companies. The public, it is said, will be benefited by the assurance that calculations on which premiums, dividends and policy benefits are based will reflect conditions as to interest, mortality and company operating expenses which are realistic as to future expectations.

The actuaries find that the use of the older tables results in fairly substantial equities. However, the use of a table of experience of the 1860's is puzzling to anyone but an actuary.

Streamlines Actuarial Process

The movement toward a uniform valuations law is a streamlining of the actuarial fundamentals of the life insurance business, it is declared. It is calculated to remove from the state laws antiquated statutory statistical limitations and to substitute a modern basis on which life insurance can progress in the interest of the policyholders and the public. Completion of the program, it is said, will remove many popular misconceptions regarding the operations of life insurance companies. It may permit of certain minor simplifications in the policy and perhaps will lead above all else to increasing the equity in distribution among policyholders of policy benefits that are provided.

There are essentially two uniform bills, which in states which have passed them are incorporated in the insurance code so in substance they are just one bill. These are the new standards of valuations (CSO and the 1941 standard industrial table), and also the new standards for determining nonforfeiture tables.

Life companies face a tremendous job in adapting their policies to the new bases—or rather, they did face a very

great job. This has been strikingly simplified by the American Institute of Actuaries and Actuarial Society which through an amazing mechanical method of calculating the valuation tables by formula without human intervention other than the guidance of the machine, have prepared and published seven monetary tables in ring-binder form which have been made available to the companies, and have 10 additional tables in process. With the use of these companies with a minimum of effort may get the minimum rates and values for the revised forms directly from the prepared tables. If the companies decide not to use the minimum tables they must compute their tables, but the prepared tables are helpful to this end.

The question arose with a southern life company executive as to what the effect would be on companies in that section due to the Guertin legislation. This official points out that in the extreme south there is a higher mortality as a rule than the average for the country. He fears the Guertin formula may work a hardship upon small companies operating in the territory where the mortality is higher than general.

An authority on the Guertin legislation feels that there will be no effect under such a circumstance as successful company operation is predicated upon the setting of adequate premium rates.

He said that at first it is presumed the gross premiums are adequate to cover the risk involved. Second, the fact that the valuation net premium is large or small has very little effect on the size of the reserve; the size of reserve is determined instead by the slope of the rates of mortality rather than by the absolute levels. Third, the amount available to pay death claims consists not only of costs of insurance thrown off by the tables, but all of the margins placed in the gross premium on account of excessive mortality.

Home Life Completes First Reorientation Course

Home Life of New York has just completed its first reorientation course for men returning from service, the first participants being James S. Dudley, Jr., Bluefield, W. Va., and Jack Kennard, Detroit. Both have been with the company as agents for a number of years.

Mr. Dudley was a member of an infantry division which invaded southern France last August. Some weeks later he was seriously wounded by mortar fire near the German border, being permanently blinded in one eye. After a long period of hospitalization he is now able to resume his life insurance career. Mr. Kennard, who joined the Red Cross as an ambulance driver at age 18 in the former war, has been a supervisor with that organization for the past two years, serving at many points in the middle east.

The reorientation course is under the joint direction of S. H. Bevins, who was recently named manager of Home Life's sales planning division, and Roy I. Forshay, agency field assistant. The men attending are brought up to date on changes in practices, new contracts and company progress, receive a comprehensive review of Home Life's procedure of "Client Building through Planned Estates," followed by a summary of developments in taxation affecting life insurance, and business life insurance.

Typing Corrections Made Quickly, Without Damage

NEW YORK—As a means of saving time and assuring neat and speedy typing corrections without damage to policies or letters, Del-e-tape ribbons and eradicators are finding ever-widening acceptance among insurance offices. These ribbons have been used by many leading insurance companies for years and are considered standard equipment in their policy-writing departments.

The ribbons are permanent in type, non-smudging and for minor corrections can be erased with an ordinary eraser without marring or scuffing the paper.

In addition, where even the slightest erasure is undesirable, the typist may apply the Del-e-tape eradicator and bleach the typewritten word right off the page. This assures a clean and neat typing job, which is particularly essential on policies, and should corrections again be necessary in the same spot they may be accomplished without making a hole in the paper.

These ribbons and eradicators are available from Aetna Products Co., 202 East 44th Street, New York, 17, N. Y.

Conn. Bank Cover Up

During April \$121,390 of life insurance was placed in force in Connecticut savings banks as compared with \$67,932 a year ago, bringing the total in force to \$4,837,806 covering 5,128 lives.

Publicity resulting from a bill pending before the legislature to permit banks to increase the maximum amount of insurance for any one person from the present \$3,000 limit, aided in securing the increase, according to John P. Royston, fund secretary.

Los Angeles Cashiers Elect

The Life Agency Cashiers Association of Los Angeles has elected these officers: President, Adolph Haase, Pacific Mutual Life; vice-president, Mrs. Naomi Allen, American National; sec-

retary, Miss Anne Kegleman, General American; treasurer, James J. Snyder, Prudential; executive committee, Harold G. Malone, Lincoln National; A. R. White, Phoenix Mutual Life, and A. S. Barker, Occidental Life, retiring president.

Graeme D. Nicholl, Manufacturers Life of Canada, who spent years in the Orient and traveled through much of China, spoke on the Chinese situation.

Quarter Century Club Meets

MILWAUKEE—About 200 members of the Northwestern Mutual Quarter Century Club attended its annual dinner, when 12 new members received service emblems from President M. J. Cleary on completion of 25 years with the company. The group now has a membership of 184 employees and 59 qualified pensioners. C. C. Klocksin, legislative counsel, was toastmaster, and Richard M. Port, club president, extended welcome. Tribute to the seven members who died during the year was given by Sam T. Swansen, retired general counsel. Active members in the half-century group are Percy H. Evans, vice-president and actuary, 55 years; Eric Reinke, 52 years, and Joseph Birkhaeuser, treasurer, 50 years.

OMISSIONS THAT MAKE COMMISSIONS

SOMETIMES the clauses left out of a policy are as important to its benefits as those it contains.

There are, for example, such provisions as the following which do not appear in Occidental's Accident and Sickness policies:

"Clause 16" which permits the Company to cancel during the period for which a premium has been paid.

Exclusions of benefits for diseases not common to both sexes.

Provisions for prorating claims.

Such omissions make commissions for Occidental agents.

Occidental Life Insurance Company
of California

V. H. Jenkins - VICE PRESIDENT

"We pay lifetime renewals—they last as long as you do!"



EDITORIAL COMMENT

Good Bye, Mr. Biddle, Good Bye

The removal of Francis Biddle from President Truman's cabinet evokes a feeling of relief in insurance breasts despite the fact that the attitude of the new attorney general, Mr. Clark, towards insurance is unknown.

The spot in which insurance supervision finds itself in is Mr. Biddle's doing. Perhaps 10, 15 or 20 years from now, in retrospect, the blitzing that Mr. Biddle gave to the insurance business may be looked back upon as a disguised blessing somewhat as a rebuilt London in another generation may architecturally be regarded as a gift of the V-1 and V-2 weapons. As Holgar J. Johnson, president Institute of Life Insurance, observed in addressing a recent Pittsburgh insurance dinner, progress frequently is made in disturbed conditions, much as those conditions may be distasteful to the industry involved. It can be only on the theory that Mr. Biddle raised a hell of a disturbance that it can be said he has done a service to insurance or the insurance buying public.

Particularly infuriating was the fact that the Biddle prosecution leading to the S.E.U.A. decision and the turmoil that will ensue for perhaps years to come, was started during the war period. There was no topical reason to put the shiv to the insurance business other than a willingness on the part of the Department of Justice to lift Roy McKittrick, then attorney general of Missouri with U. S. senatorial aspirations, out of the litigious morass in which he had mired himself. There had been no change in insurance rating or self government procedures and none was contemplated. The pattern was the same as it had been for generations. The Department of Justice was consumed with an anti-trust philosophy. It was on a crusade and it mattered not to the Attorney General that the course he was pursuing would remove all the customary aids to navigation of the insurance ship when she was beset with war time perils.

After 75 years Mr. Biddle in the midst of the war, decided that the rules for insurance should be changed. Assuming that the Department of Justice and the national administration were possessed of the profound conviction that the federal anti-trust laws should be made to

apply to insurance and that the Supreme Court decision in Paul vs. Virginia upon which insurance supervision had been anchored for 75 years, should be reversed there was no need for precipitate action because there was no new or threatened development in the insurance scene that had to be stayed by the hand of government. The attack had absolutely no timeliness when it was made and it could just as well have waited for the war to end.

It can't be said that Mr. Biddle was helpful in aiding the insurance business and the states to pick up the pieces after he won his decision. He did say that he would not bring any more criminal prosecutions for a while but most of what he said we regarded as evasive and giving the appearance of candor without its substance. It is more than likely that he had no full conception of the consequences of what would happen when and if he got his S.E.U.A. decision and that he was stunned when he saw what he had done. He said at the outset that he had no designs on state supervision, no desire to upset the insurance business, that all he was after was to put an end to certain cahoots in the fire insurance business. If that was the limit of his interest and if he thought he could accomplish that purpose without upsetting the whole insurance world and insurance supervision then he was very short on comprehension.

The insurance business asks no favors of Mr. Clark but it is entitled to a completely frank expression of attitude, objectives and opinion of the Department of Justice. The Sherman and Clayton acts and the Robinson-Patman act were not enacted with the idea that they would be applied to insurance and now that they are to be so applied it becomes peculiarly a personal matter how they shall be applied. The Attorney General can't simply tell insurance people to read the book, because the answers aren't in the book. It was hard for one to tell how he stood with Mr. Biddle except to assume that he stood lousy. We devoutly hope that Mr. Clark will be as categorical with his yeses and noes as is President Truman and that he will set up guideposts that can be relied upon in these uneasy days.

After 75 years Mr. Biddle in the midst of the war, decided that the rules for insurance should be changed. Assuming that the Department of Justice and the national administration were possessed of the profound conviction that the federal anti-trust laws should be made to

Another Great Step Forward

Plans for the formation of the Life Insurance Medical Research Fund announced in a news story in this issue indicate that the life insurance business is not content to rest on its laurels and

is taking another in a series of forward steps. The plan is not only a progressive measure but the problem is approached in a practical manner. Instead of setting up a new research laboratory,

funds will be provided existing institutions and individuals qualified to carry on research. By giving special attention to diseases of the heart and arteries which are not now getting sufficient research attention, the project should

eventually be a great stimulus in reducing this prime cause of deaths. The reasoning behind this decision, as set forth in the news article, is logical. Life companies should support this proposal 100%.

PERSONAL SIDE OF THE BUSINESS

Edmund C. Armes, after serving as a major in the air force in England, has returned to the accident and life insurance department of Jamison-Seibels agency, Birmingham, Ala., with which he was associated for 18 years before entering service.

The unexpected death of **Keith J. Petersen**, Minneapolis manager of Occidental Life of California, was a blow to the agency executives of that company. Mr. Petersen had made a splendid record during his two years with the company and the relationship was especially cordial and promising.

Mr. Petersen went to Chicago to have a visit with **Verne Jenkins**, vice-president in charge of production, who was in that city. When Mr. Petersen arrived in Chicago he found that Mr. Jenkins was in a hospital and could not be seen. Mr. Petersen had a daughter residing in Chicago and he went to visit her over the week end, intending the following Monday to call on J. L. Gilstrap, Chicago manager, who had employed Mr. Petersen as manager at Minneapolis when Mr. Gilstrap entered the navy two years ago. However, Mr. Petersen suffered a heart attack at his daughter's home Saturday and died in a hospital the following Tuesday.

Mr. Jenkins had been taken to the hospital threatened with pneumonia and was given penicillin treatments for a week. He recovered completely but had a severe skin eruption as a reaction. He was able, however, along with Executive Vice-president Dwight Clarke and Vice-president Lee Dougherty, to attend the open house of the Chicago branch of Occidental Life for Mr. Gilstrap as the new manager and Robert Seiler as the new brokerage manager. Mr. Jenkins returned to Los Angeles the next day and intended to spend some time at a mountain fishing lodge to get back in top condition.

Leroy A. Lincoln, president of Metropolitan Life, and **J. A. O. Preus** of W. A. Alexander & Co., Chicago, former Minnesota insurance commissioner, have been named on a nation-wide group to sponsor the Mayo memorial medical research center to be erected at the University of Minnesota in honor of the Drs. Mayo of Rochester.

President Raymond D. Parker of Parker-Allston Associates, Inc., and Mrs. Parker are celebrating their 25th wedding anniversary by a trip to Mexico. They left New York Friday by plane for Mexico City and will go down to the coast from there. They expect to be gone about 10 days.

William J. Slack, manager of the Westport district of the Metropolitan Life in Kansas City, has been elected a director of the Missouri Automobile Association.

L. E. Orwig, Kansas City, Kan., agent in the Prudential ordinary department of the Glen S. Baker agency in Kansas City, Mo., has qualified for the Million Dollar Round Table. He is the second

man to qualify from the agency this year. Mr. Orwig's qualification included no group, no pension trust, no term and no family income business. His record was 139 policies for \$1,007,000.

Rolland E. Irish, president of Union Mutual Life, Portland, Me., has been reelected treasurer, a director and a member of the executive committee of the Maine War Chest.

Dr. J. Albert Avrak, vice-president and medical director of United States Life, at a dinner meeting of Misen Medical Society in New York City at which he was a guest of honor discussed the pooling of medical resources by nations after the war. Drs. William Malcolm, assistant medical director of U. S. Life in China, and Dr. Frank Baldwin, assistant medical director in the Philippines, accompanied Dr. Avrak.

E. W. Parks, deputy insurance commissioner in charge of the Washington department's Seattle office, underwent an operation at Seattle General Hospital. He was to have returned home this week and is expected to resume his duties June 15.

President Asa V. Call, of Pacific Mutual Life, has been elected first vice-president of the California State Chamber of Commerce. He previously had served as regional vice-president and chairman of the southern California council.

Preston Hotchkis, executive vice-president and treasurer of Pacific Indemnity, was reelected treasurer of the chamber.

R. J. Learson, vice-president and actuary of Western & Southern, is the father of a new boy baby. The Learsons have three girls.

Robert H. Cherry, assistant superintendent of agencies Bankers Life of Des Moines, underwent an emergency operation for appendicitis at a hospital in San Antonio. He is recovering satisfactorily.

Michael J. Cleary, president of Northwestern Mutual Life, was honored at the alumni day program at the University of Wisconsin and presented a certificate "in recognition of distinguished service and unwavering loyalty to the University of Wisconsin, effective leadership and outstanding achievement." Mr. Cleary is a regent of the university and chairman of the finance committee.

DEATHS

Joseph G. Seidenglanz, 55, general agent of Penn Mutual Life at Trenton, N. J., died there after an extended illness. He entered insurance in 1912 as an agent for Herbert M. Eastburn, and in 1921 succeeded Mr. Eastburn as general agent at Trenton. He was a past president of the Trenton Association of Life Underwriters. Born in Bohemia, Mr. Seidenglanz came to America as a

LIFE INSURANCE EDITION
PUBLISHED EVERY FRIDAY

CHICAGO 4, ILL. Telephone Wabash 2704.

DETROIT 26, MICH.—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

MILWAUKEE 2, MINN.—503 Northwestern Bank Bldg., Tel. Bridgeport 7838. R. W. Landstrom, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

ST. LOUIS 1, MO.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

MINNEAPOLIS 2, MINN.—503 Northwestern Bank Bldg., Tel. Bridgeport 7838. R. W. Landstrom, Resident Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, W. A. Scanlon, and A. S. Cutler, Associate Managers. L. N. Yellowlees, Advertising Manager.

BRANCH OFFICES IN KEY CITIES

DETROIT 26, MICH.—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

MILWAUKEE 2, MINN.—503 Northwestern Bank Bldg., Tel. Bridgeport 7838. R. W. Landstrom, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

ST. LOUIS 1, MO.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

MINNEAPOLIS 2, MINN.—503 Northwestern Bank Bldg., Tel. Bridgeport 7838. R. W. Landstrom, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

CINCINNATI 4, OHIO—420 E. Fourth St., Tel. Parkway 2140. Abner Thorp, Jr., Vice-President, George C. Roeding, Associate Manager; J. T. Malone, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgemuth, Assistant Editor; Dorothy B. Paul, Coast Editor.

Editorial Assistant, Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

BIRMINGHAM, ALA.—1015 Randolph Street, Tel. Randolph 3994. A. J. Edwards, Resident Manager.

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

small boy. He was active in local civic and church organizations.

Edward W. Zaiser, 66, for the past four years general agent of Jefferson National Life in Jasper, Ind., died in an Indianapolis hospital. He had lived more than 50 years in Indianapolis before moving to Jasper.

Col. H. I. Weed, 84, vice-president and general counsel of Wisconsin National Life, died at his home in Oshkosh, Wis. He had been unable to fully participate in company affairs because of failing health for about a year, but continued his interest until his recent serious illness. Col. Weed was one of the founders of Wisconsin National Life in 1908 with Gen. C. R. Boardman, president, and a group of other business men. He was active in the American Life Convention. He had been city attorney of Oshkosh, a state senator, and served as a lieutenant colonel on the judge advocate's staff in the first war.

George T. Hooley, 94, employed in the home office of Northwestern Mutual Life from 1869 until his retirement in 1920 and until recently continued actively interested in the Northwestern Mutual Quarter Century Club, died at his home in Milwaukee.

Norman Sheppard, 76, who retired as associate actuary of Home Life of New York in 1940 after 37 years service, died at his home in Glen Ridge, N. J. He was born in Brisbane, Australia and graduated from Cambridge University, England. He came to this country in 1900. Mr. Sheppard was an associate of the Institute of Actuaries and a fellow of the Actuarial Society of America.

To Drop S.E.U.A. Suit "Very Soon"—Biddle Says

(CONTINUED FROM PAGE 3)

"Ask John Cahill," he added.

Clark stated the S.E.U.A. case had been started before he became head of the Department of Justice anti-trust unit division, and the case was argued during his service in that capacity, but not decided until after he shifted from anti-trust to the criminal division.

In his early departmental service, Clark said, he defended the government in the former war risk insurance cases involving a number of claims. He has supervision over an insurance fraud case now before a grand jury at Denver, which he did not wish to discuss at its present stage.

Smith Is Lincoln President; W. D. Roach Is Speaker

LINCOLN, NEB.—Colton S. Smith, Northwestern Mutual, has been elected president of the Lincoln Association of Life Underwriters. Donald K. Strawn, Farmers & Bankers Life, is vice-president and Harry S. Thorpe, Equitable Society, reelected secretary-treasurer. L. Vern Greenwood, Equitable Society, retiring president, is the new state committee man.

Views Success Steps

William D. Roach, field educational division of Metropolitan Life, St. Louis, spoke on "What Life Underwriters Should Do in Order to Become More Successful." As the four basic steps, he said, a man should (1) set up and work toward definite goals, decide what he wants out of life and then work toward its attainment; (2) review his progress, set specific objectives of accomplishment and eliminate haphazard efforts; (3) carefully plan his further progress, then follow a definite procedure comprising those things he must do, such as adding to his technical knowledge, necessary new skills, and especially developing a proper attitude and exact working habits; (4) actually carry out his plans.

The final meeting of the year will be held the evening of June 22, with all members and their wives invited.

COMPANIES

Conn. Mutual Advances Eberle, Andersen, Pille

Frederick J. Eberle has been appointed vice-president of Connecticut Mutual Life in charge of mortgage loans. Edward C. Andersen becomes assistant superintendent of agencies and Richard E. Pille is named educational director.

Mr. Eberle joined Connecticut Mutual in the city loan department in 1927 and in 1933 he was named supervisor of city



FREDERICK J. EBERLE

loans. He was appointed assistant secretary in 1937 and in 1940 became second vice-president in charge of mortgage loans. Mr. Andersen has been with Connecticut Mutual since graduating from Trinity College in 1922. In



E. C. ANDERSEN

1929 he was named agency assistant and in 1933 became educational director.

Mr. Pille went with Connecticut Mutual in the Fraser agency at New York in 1933 and later became supervisor at Bridgeport, Conn. In 1936 he was named supervisor of the full time organization of the Fraser agency and since 1940 has been at the home office as agency assistant.

Prudential Changes N. Y. Rule

Prudential will now write in the state of New York up to \$5,000 of juvenile ordinary life insurance, ages 5 to 9. There is no change in the ordinary un-

Our Plan Will Not lessen YOUR ALLEGIANCE



When Union Mutual introduced its new Colonial Series of *non-cancellable, guaranteed renewable* Sickness and Accident Policies a few months ago, its policy was clearly established: "*Our plan asks no man to lessen his allegiance to his present company.*" On the contrary, it is designed to enable the career life underwriter to represent his own company *more efficiently* by rendering a *complete* personal insurance service to his clients.



Union Mutual's Non-Canc Sickness and Accident Policies are sold only through selected full-time career life underwriters. Write us today for "The Whole Story", containing all the details about our new Colonial Series.



UNION MUTUAL LIFE INSURANCE COMPANY

Portland MAINE Home Office

Rolland E. Irish, President

THE NINTH OLDEST LIFE INSURANCE COMPANY IN AMERICA

derwriting rules for ages 0 to 4, nor for weekly premium industrial and intermediate monthly premium. If more than \$1,000 juvenile ordinary is applied for, ages 5-9, it is necessary the person applying have in force at least four times as much insurance on his own life.

Wipe Out Liens on Register Life Policies June 30

Occidental Life of California on June 30 will remove the last of the lien against policies of the old Register Life of Davenport, Iowa, whose business was reinsured by Occidental in 1937. The business in force totaled \$14,300,000. The lien was 50%. With a policy lien of \$100 imposed in 1934, reductions were made to \$80.90 in 1939; \$72.21 in 1940; \$60.08 in 1941; \$46.86 in 1942; \$29.24 in 1943; \$18.25 in 1944, and now as of June 30, will be entirely wiped out.

Buzard Succeeds Daniels as Agency Superintendent

Robert S. Buzard, who resigned as general agent at Seattle for the Connecticut Mutual Life effective June 16, is joining Western Life of Montana. He succeeds F. R. Daniels, who retires as superintendent of agencies for Wash-

ton and Oregon. Mr. Daniels will take an extended vacation in California, leaving Seattle next month.

Beierle Going to Home Office

Frank G. Beierle of Western & Southern Life will return shortly to his former duties as associate editor of "Field News" in the home office. He entered the army two years ago and was honorably discharged last December. Since then he has been associated with the Hamilton, O., office of the company.

Dr. Salter to Private Practice

Since Dr. James H. Ready has resumed his duties as medical director of General American Life after more than two years of active service as a captain in the army medical corps, Dr. John Salter, who during Dr. Ready's absence had shared the duties of medical director with Dr. George F. Rendleman, will devote his entire time to private practice. He will continue his work as an examiner for several companies. Dr. Rendleman continues with General American as associate medical director.

Kidd, Southern L. & H. to Retire

Southern Life & Health of Birmingham was host there to A. L. Kidd,

vice-president, who is retiring in June to make his home in Florida.

Palmer of Ohio State Retires

E. F. Palmer, editor of publication of Ohio State Life, has resigned after 21 years with the company. He has gone to Florida, where he may remain permanently.

Mr. Hansen will succeed retiring Manager Claude A. Vaden. The agency headquarters will be moved to Charleston.

Mr. Hansen has been with Prudential since 1937, when he was appointed a special agent in Grand Rapids, Mich. He was later transferred to Detroit and in 1939 became an assistant manager there.

Allen to Brooklyn for Mass. Mutual

Massachusetts Mutual Life has appointed Thomas P. Allen general agent at Brooklyn. He succeeds Gibson Lewis, resigned.

Mr. Allen entered insurance as an agent with the Long Island agency in 1934 and in 1939 served as assistant general agent in Brooklyn. In 1941 he was appointed general agent at Dayton. In 1942 he was commissioned a second lieutenant in the army air forces. He was promoted to first lieutenant and later to captain, and is now on terminal leave until July 1, at which time he reverts to an inactive status.

At the time of his transfer to Dayton, he had made a record of 321 weeks of consecutive weekly production. In four years, he sold 671 policies, a yearly average of 168. He is a C.L.U.

Mr. Allen qualified year after year as a high ranking member of the 100 leaders of the company, wrote for "The Radiator," Massachusetts Mutual house organ, and served in 1938 as a member of the Massachusetts Mutual Agents Association executive committee. He attended the Sales Research Bureau school in agency management in 1940.

The Brooklyn agency will continue at the present address in the Williamsburg Savings Bank building.

Stumpf Travelers D. C. Branch Head

John P. Stumpf, who recently was released from the navy after more than 2½ years service, has been reappointed manager of the life and accident department of Travelers at Washington, D.C.

Mr. Stumpf, who held the rank of lieutenant commander at the time of his discharge, entered the navy in 1942 as a lieutenant in the supply corps. His first assignment was in Washington as assistant to the officer in charge of the insurance subdivision, a part of the allotment division of the corps. When the insurance subdivision was transferred to Cleveland, Mr. Stumpf was transferred there in the same capacity. He was made officer in charge of the subdivision in 1943, and in that capacity took care of all correspondence with the veterans administration and private companies pertaining to life insurance on navy personnel. He was promoted to lieutenant commander last October.

Prior to becoming manager of Travelers in Washington in 1941, Mr. Stumpf served as manager in Nashville, Tenn., and Richmond, Va.

MacDonnell Group Manager of Conn. General, Chicago

Charles B. MacDonnell has resigned as manager of the group accident and health and hospitalization department of Zurich in the head office at Chicago, to become group department manager of the Connecticut General Life's branch office there.

He was group manager of Zurich for the last eight years. Mr. MacDonnell is a graduate of the school of business

AGENCY CHANGES

One Penn Mutual Agency at Detroit

The Bill A. Schauer agency of Penn Mutual Life at Detroit has now absorbed the Ryan agency there, Seth W. Ryan having resigned to go to New Orleans for Guardian Life.

Bill A. Schauer has been general agent in Detroit since 1942. Born in Pittsburgh and graduated from the University of Pittsburgh in 1935, he was one of the discoveries of Holgar J. Johnson while Mr. Johnson was Penn Mutual's general agent at Pittsburgh. Mr. Schauer once wrote: "I entered this business by accident, stayed in it by miracle and am now in it by choice, for it offers me the opportunity to work, to succeed financially on my own merits, to write my own ticket, the opportunity of a well-planned personal future." His personal production was immediately substantial, and he was made an agency supervisor in the Johnson agency in 1938. While managing a unit in metropolitan Pittsburgh which sold about \$1,000,000 a year, he brought 15 men into the business. He acquired quite a reputation as a public speaker.

Penn Mutual sent him to Detroit as general agent in 1942. He has been active in civic and community affairs. He is vice-president of the Detroit Association of Life Underwriters.

Hansen Named Prudential Mgr. at Charleston, W. Va.

Prudential has promoted Alfred Hansen, assistant manager of the Detroit ordinary agency, to manager of the Charleston, W. Va., ordinary agency.

Shift Agency Posts



W. T. Barmettler



I. Allen Katz

W. T. Barmettler, who has been named district manager at Omaha for General American Life, has been with the company since 1940 and has made a record in production.

I. Allen Katz, who becomes associate general agent at Denver, has been a consistent production club qualifier since joining the company in 1930.

ANNUITIES for Agents

On January 1, 1944, The Midland Mutual Life announced its Pension Plan for Agents.

Agents who successfully sell security to their clients will have a life income for themselves in event of disability or at age 65.

Seven agents are now receiving monthly income for life. Others will begin participating this year.

These "retired" agents are still writing business when they feel like it and their renewals are being paid in full.

Younger agents will increase their monthly checks by contributing ten cents per thousand each year on their business in force.

Complete information concerning our Pension Plan on request.



THE MIDLAND MUTUAL Life Insurance Company

Columbus 16, Ohio

and ed-
sota. a
as a
ident
grocer
of St.
Flickin
Dan
eral ag
romo
genera
age m
sales a
Muens
O. V.
district
Crosse
Kasche
Wiscon
resenti
cal age
vote pa
agents.

Reagle
B. W.
Milwau
writers,
Life in
agent t
agent.
Milwau
been in
with N
he beca
and the
Mr.

N
Th
into
comp
the s
hom
our h
So
for e
which
Th
excep
dedic
our h
it tak
An
will
pose
conti
rity a
gesse

Th
The
into
com
the s
hom
our h
So
for e
which
Th
excep
dedic
our h
it tak
An
will
pose
conti
rity a
gesse

XUM

and economics of University of Minnesota. Subsequently he joined his father as a broker in the wholesale grocery business. Charles MacDonnell was president of and operated the wholesale grocery firm of C. A. Pearson & Co. of St. Paul for 15 years.

Flickinger Agency Promotions

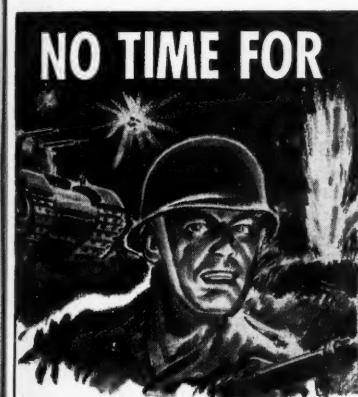
Dan W. Flickinger, Indianapolis general agent of John Hancock Mutual has promoted Ray O. Woods to associate general agent, Glenn Fately to brokerage manager, Reva L. Thompson to sales assistant.

Muenster Made District Agent

O. W. Muenster has been appointed district agent of Aetna Life for La Crosse, Wis., and vicinity by Kasche & Kasche, Milwaukee, general agents in Wisconsin. Mr. Muenster has been representing the Aetna companies in his local agency since 1913, and will now devote part of his time to developing new agents.

Reagles to Polland Agency

B. W. Reagles, president-elect of the Milwaukee Association of Life Underwriters, is joining the Security Mutual Life in Milwaukee as associate general agent under Milton R. Polland, general agent. He will be unit manager for Milwaukee county. Mr. Reagles has been in life insurance 15 years, starting with National Life of Vermont. Later he became manager for Acacia Mutual and then joined Franklin Life. Mr. Polland has appointed Harold



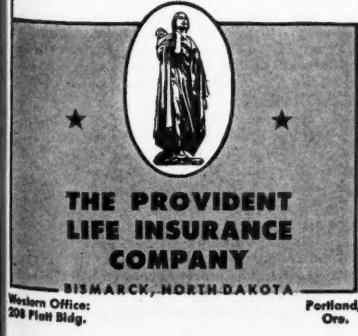
"MARKING TIME"

The ebb and flow of battle reach back into the life of every American with compelling force. And just as surely, the sweat and sacrifices of us here at home are reflected in the fortunes of our heroic armies.

So this is no time to "mark time"... for each of us and every institution of which we are a part, have a place in building the victory edifice.

The life insurance business is no exception and we at Provident have dedicated our minds, our money and our hearts to this cause for as long as it takes.

And when this task is finished we will devote the same talent and purpose to building a better America by continuing to promote individual security and contributing to national progress.



Gauer assistant general agent to assist agents in analyzing life insurance contracts, preparing briefs and drafts and similar work.

Members of the Polland agency were honored at a dinner given by Frederick D. Russell, president, in recognition of winning a nation-wide sales contest. Mr. Polland personally led his agency and the company's Top Notchers, and for the second time has qualified for the Million Dollar Round Table. A. J. Hertz and James Schnoll of the Milwaukee agency qualified for the select circle group.

NEW YORK

SCOUTS VISIT COLLEGES

Scouts are out from some of the life companies visiting colleges, getting in touch with seniors and endeavoring to line up some good talent for field work. The fact that these men are subject to draft naturally has an effect but these companies have concluded that it would be a good idea to endeavor to get them interested so that when they are free they could start their life insurance careers.

RANNI AGENCY LEADS

The James G. Ranni Agency of New York City led all Manhattan Life agencies in new paid-for business the first four months. In April the agency paid for over \$1,000,000 business, the first time this figure has been reached in the history of the company.

NEW CONTINENTAL AGENCY

Joseph Leitner, Inc., 322 East 149th street, New York City, has been appointed general agent of Continental Assurance. The agency writes fire, inland marine, casualty and accident and health insurance, and now life insurance. Leitner Life Associates has been formed to assist brokers in their handling of life insurance. Leonard S. Becker, with the agency more than 20 years and president of the corporation since the death of Joseph Leitner in 1929, and David A. Carr, vice-president of the agency, are devoting personal attention to the life insurance department.

HOME LIFE IS CITED

The Red Cross has presented to the home office staff of Home Life of New York a certificate for "outstanding leadership in the task of maintaining the supply of life saving plasma to the Armed Forces overseas."

EQUITABLE BOND SALES

A total of 10,860 separate war bond sales amounting to \$1,676,000 has been made to date by 2,000 employees and executives of Equitable Society, according to an announcement at Seventh War Loan rally in the lobby of the home office. Employees have set a goal of \$8 million in war bond sales to be earmarked for the purchase of two hospital ships.

Varis Giguere, former army air forces sergeant, a veteran of 100 aerial combat missions over enemy held territory, and now an employee of the company, was guest speaker.

COAST

Employer May Be Liable for Non-Resident's Income Tax

LOS ANGELES—Attention of insurance offices has been called to a provision of the California income tax law that apparently has been overlooked.

The Insurance Association of Los Angeles has sent out a circular pointing out that every employer in the state may be personally liable for the California personal income tax of every person employed by him who is a non-resident of California and who receives a salary in

What better friend

can a man have than one who is willing and able to care for his widow and orphans?

Possibly a better friend is one who shows a man how he can do it himself, because that produces self-respect.

That spirit of true friendship is the motive power behind ONLI representatives.

*"If you would have
a friend, be one"*

THE OHIO NATIONAL Life Insurance Company

Cincinnati, Ohio T. W. Appleby, President

THE SYMBOL of COMPLETE PROTECTION



Centrally Located—
Serving the Nation
from Coast to Coast



- LIFE • ACCIDENT • HEALTH
- ANNUITIES • HOSPITALIZATION
- GROUP • ALL-WAYS
- REINSURANCE

W. T. GRANT
Chairman

J. C. HIGDON
President

BUSINESS MEN'S ASSURANCE COMPANY

KANSAS CITY 10, MISSOURI

excess of his personal exemption, if such tax has not been withheld in accordance with the income tax act.

It urges every employer to protect his interests by securing from each employee a signed declaration as to his residential status.

Cal. Woman Deputy Resigns

Mrs. Katharine Wayland, deputy California commissioner and confidential secretary to five commissioners, has resigned. She will be succeeded by Mrs. Marie O'Brien, who has been with the department 19 years, recently as confidential secretary to Cecil Lloyd, chief assistant insurance commissioner.

Mrs. Wayland started with the California department in 1929 under Commissioner Mitchell, continuing under Commissioners Carpenter, Goodcell and Caminetti. These former commissioners and Commissioner Garrison all attended a department reception where

ASSOCIATIONS

C. C. Nelson Is New Virginia President

RICHMOND—C. C. Nelson, Petersburg district manager Peoples Life of D. C., was elected president of the Virginia Association of Life Underwriters at its annual meeting here; Horace F. Sharp, Richmond, state manager Atlantic Life, was named first vice-president; P. A. Warburton, Charlottesville, district manager Old Dominion Life, second vice-president. Mr. Nelson succeeds E. Harold Peterson, Roanoke

Mrs. Wayland was presented a gift from the staff.



EDGEWATER BEACH HOTEL

Headquarters of the World for Insurance Conventions

WHAT IS THE NO. 1 NEED?

In the light of today's economic trends, what is the foremost "merchandising" need of the institution of life insurance? Could it not be the development of a means whereby the "little people", who so need and crave adequate financial security, can afford to create, through life insurance, estates sufficient to match the glowing pictures of independence that sales promotion paints?

LIFE Insurance Company of **VIRGINIA**

Robert E. Henley
President



Home Office: Richmond
Established 1871

general agent Mutual Benefit Life. He will later appoint a secretary-treasurer to succeed Lloyd G. Bair of Roanoke. Mr. Nelson is a past president of the Petersburg association. Mr. Warburton, the new second vice-president, was recently reelected president of the Charlottesville association. E. Dudley Colhoun, home office manager, Shenandoah Life of Roanoke, was endorsed for reelection as national trustee.

Agents were urged to assist returning service men in conserving their National Service Life insurance by A. F. Haas, Philadelphia manager Mutual Life of New York before the sales congress, sponsored by the Richmond and state associations.

"The time is here when we in life insurance must broaden our concepts of our jobs," Mr. Haas declared. "Dogmatisms and inhibitions must be laid aside. Professionalism should take the place of old-fashioned prejudices. For the man who scoffs at the idea of professionalism, who believes that he can still get away with selling life insurance as it may have been sold 10-15-or-20 years ago, I believe we can say to him in all sincerity: 'Mister, it's later than you think!'"

Collis L. Ackiss, Norfolk, Va., leading producer in 1944 for Metropolitan Life, declared that "we don't see enough prospects. We should be constantly cultivating them just as a field is cultivated for the growing of corn." He finds night calls very profitable.

Hildert Rust, R. & R. Service, talked on "Ideas That Sell."

John B. Williams, educational director American College of Life Underwriters, summed up the program. William R. Gardner, Richmond, general agent John Hancock Mutual, was general chairman.

Dr. George M. Nodlin, head of the University of Richmond's school of business, said the university is planning to inaugurate a C.L.U. life insurance course for returning service men.

Responsibility of Agent Is Stressed

OAKLAND, CAL.—Responsibilities of life agents extend far beyond the sale and delivery of the policy, Henry E. North, vice-president Metropolitan Life, told the San Francisco-Oakland area forum here attended by 500. Agents should be missionaries of democracy, he declared. In every contact agents should remind their clients and prospects that nowhere else in the world can be found the freedom of education, speech, action and the standards of living which have prevailed in this country since its inception.

The public is demanding more service and this must be continuous, Mr. North emphasized. Agents should constantly keep in touch with policyholders. Such a program, maintained by three major industrial companies, is the reason why these companies have produced 77% of the increase of insurance in force in this country in the past 14 years.

Six panel sessions were held covering taxes, debit management, estate analysis, programming, business insurance, and social security. Speakers included Richard W. Benofsky, Mutual Life, N. Y.; D. C. Wood, Beneficial Life; G. B. Pennebaker, Mutual Life, N. Y.; Gus Clotere, Prudential; Frank D. Smith, John Hancock; Percy Philpott, Metropolitan, and Hart F. Smith, Prudential.

Sam Coombs, Equitable Society, handled the panel on estate analysis and taxation. Arthur Hutchinson, New York Life, was chairman of the programming session. Joseph L. Mortenson, Equitable Society, reviewed the types of questions to ask. Analyzing needs was discussed by Einer F. Hein, New York Life, and the solution and close was presented by Charles F. Lewis, New York Life.

James L. Taylor, Connecticut Mutual, discussed key man insurance, while

George Mortensen covered sole proprietorships.

Lou K. Newfield, Lincoln National Life, covered social security, while L. E. Wang, Mutual Life, N. Y., and Paul E. Otey, Jr., told how it aids in the sale of life insurance.

Ted Dreyer, Pacific Mutual, was general chairman.

Worthington Compares Life Agent to Doctor

SAN FRANCISCO—Urging greater appreciation of the importance of life insurance by agents and the development of a "practice of life insurance," William P. Worthington, vice-president and agency manager of Home Life, in a talk to the San Francisco Life Underwriters Association emphasized the factors which are working today to assist life men in making a success of their business. He displayed a number of advertisements published by large American industries to boost war bonds, the text of which stresses the importance of thrift and preparing for the future. "Some of these advertisements," he said, "are better than any ever written or published by insurance companies."

He likened the services of the life agent to those of the family physician. It is natural for people to have full confidence in their doctors to the point of recommending them to others. He deplored the constant effort on the part of some agents to sell "pet policies." On the same theory a doctor would give the same prescription to all people for any type of ailment.

He opposes the use of net costs as a selling argument, on the ground that this opens competition and starts people looking for other bargains in life insurance. He is also opposed to special drives for executives without some special reason.

Change Tex. Meeting Dates

The two-day conference of the Texas Association of Life Underwriters at Ft. Worth, which will be a gathering of delegates from 23 local associations of the state, has been changed from June 18-19, to June 25-26.

Portsmouth, O.—Claris Adams, president of Ohio State Life, spoke Friday. Life men from Chillicothe, O., Ashland, Ky., and Huntington, W. Va., attended.

St. Paul—Post-war business and industrial prospects for St. Paul were analyzed at the May meeting by M. W. Thompson and John E. France.

Winston-Salem, N. C.—J. C. Brock was elected president at the annual meeting, succeeding Charles N. Stewers, who becomes director. Other officers elected were: James Fritts, first vice-president in charge of membership; E. L. Leonard, second vice-president and program chairman; David R. Southerland, secretary-treasurer, and Henry Capps, W. L. Anderson and R. A. Patton, directors. John A. Glenn was named delegate to the state convention here June 11.

Wilmington, N. C.—Edwin A. Metts, Jr., was elected president at the annual meeting. Z. C. Bissette was named vice-president; A. Raymond Crow, secretary, and Lee L. Wood, treasurer.

Fox River Valley, Wis.—George Cameron, Northwestern Mutual, Neenah, was elected president at the annual meeting in Oshkosh. A. L. Senderhauf, Wisconsin National Life, Oshkosh, is vice-president, and J. Bon Davis, Lincoln National, Appleton, secretary-treasurer. Directors named are Robert C. Balliet, Mutual Life of New York; Ralph McGowan, New York Life, and Robert Fritz, Penn Mutual, Appleton; and Peter C. Zimmer, Prudential, and E. A. Durler, Equitable Life, Oshkosh. Robert R. Mackenzie, vice-president American Service Bureau, spoke.

Des Moines—William F. Winterble, agency vice-president Bankers Life, Iowa, spoke on "The Simple Things Make Successful Salesmen."

Newport, Ky.—Ben O. Stoner, Cincinnati manager Connecticut General, spoke before the newly organized northern Kentucky association here. Membership in the new association is now the largest in Kentucky except for Louisville.

St. Petersburg, Fla.—A bureau will be set up for service to returning veterans

on National Service Life Insurance and benefits under the G. I. bill of rights. Paul K. Boardman, Donald Edwards and Cary Jacobus are in charge.

E. A. Roberts, director of Veterans Information Center, and R. W. Popham, contact representative of the Veterans Administration Bureau at the Bay Pines veterans hospital at St. Petersburg, discussed those points.

Pittsburg, Kan.—Speakers at the regional congress were Harold D. Lunsford, Emporia, president Kansas association; Will F. Noble, New England Mutual, Omaha; W. I. McBride, Equitable of Iowa, Columbia, Mo., and John S. Kerns, Northwestern Mutual, Pittsburg, past state president.

Pittsburg, Kan.—Bert A. Hedges, Business Men's Assurance, Wichita, spoke on "The First Three Minutes of the Approach." President A. C. Owen named a nominating committee to report at the June meeting. Mr. Hedges, who is Kansas president of the War Dads, also addressed the Pittsburg chapter on the responsibility of war dads to returning service men.

Kalamazoo, Mich.—M. E. Follett, Monarch Life, has been elected president. Vice-president is Edward Nelson, Great-West Life; secretary-treasurer, Stanley Greene, Western & Southern Life. Robert Waldeck spoke on "Progress of the Industrial Life Business in the Last 20 Years."

Partial Figures from Alaska

Commissioner Frank A. Boyle of Alaska, in response to an inquiry about life insurance sales in the territory last year replies as of May 3, that there are 11 life insurance companies qualified in Alaska but the department had received the large form annual statement from only three. Occidental Life of California wrote \$41,565 business in Alaska last year and had \$656,806 in force there; United Benefit Life wrote \$78,750 and had in force \$573,703. West Coast Life wrote \$1,434 ordinary and had in force \$711,213. It wrote \$7,000 group and had group in force of \$30,000.

→ **Build**
YOUR OWN AGENCY, OR
BOOST YOUR INCOME . . .

Here's How:

The Wisconsin National helps you to success and security. It offers a new and attractive life agency plan with a group of select and salable policies—diversified policies—Life, Accident and Health.

Or, you can boost your present income. The Wisconsin National has the policies that will secure increased income for you through new business as well as renewals. Your commissions will be most liberal, supplemented by prompt claim service.

★ For contract and territory in Wisconsin, Illinois, Minnesota, Michigan or Indiana, address Agency Manager.

LIFE • ACCIDENT
• HEALTH •

**WISCONSIN NATIONAL
LIFE INSURANCE COMPANY**
OSHKOSH, WISCONSIN

AGENCY NEWS

Campaign to Honor Campbell

The West Virginia agency of Midland Mutual Life will put on a special campaign in June in honor of the late J. R. Campbell, general agent. S. Byrl Ross, who succeeded Mr. Campbell as general agent, has named Robert L. Burke district agent for the Parkersburg territory and Sam E. Smith for Fairmont.

B.M.A. Parley in Wichita

WICHITA—Kansas and northern Oklahoma representatives of Business Men's Assurance held a two-day training school here under the direction of Manager Bert A. Hedges. J. C. Higdon, president, and John W. Sayler, director of sales, represented the home office. An increase of 62% in paid for business was reported for the first four months.

Hoboken Agency Wins Cup

HOBOKEN, N. J.—The "Silver Cup of Achievement" has been awarded to the Hoboken agency of John Hancock Mutual for the first quarter.

Cardwell Wins First Honors

The first certificate for qualification in the Alliance Life's \$200,000 Club of the current year has been issued to L. R. Cardwell, general agent at Rockford, Ill. He has been concentrating his sales effort on the special GPA policy in units of \$5,000, following a program of chain prospecting presented by the company to its agents at the January sales conference.

The Dodge City, Kan., general agency of **Victory Life** of Kansas held a meeting attended by Vice-president E. E. Shurtliff. General Agent Elmer Henry was in charge.

MANAGERS

Cashiers Hear Inspection Manager

The Austin, Tex., Life Agency Cashiers Association heard Mrs. Alice Travis, Austin manager of the Retail Credit Company, explain how cashiers may aid in speeding the issuance of policies through attention to details concerning the applicant which are important in facilitating the completion of an inspection. Too often, she said, the information as to the occupation and location of the applicant makes locating him most difficult. An illustration of this was the designating of the applicant as a clerk in the University of Texas. She stressed the need for a statement not only as to the position held but also the department.

Pittsburgh Outing June 8

A joint outing of the Agencies Committee of Pittsburgh and Life Insurance & Trust Council is scheduled for June 8 at Shannopin Country Club.

The Oklahoma General Agents & Managers Club will hold a golf tournament, followed by a business meeting and a banquet, at Twin Hills Country Club, June 15.

Insurer Wins D. I. Case on Felony Provision

The exclusion in a double indemnity clause of death resulting from participation by the insured in a felony rules out liability where the assured met death while driving an automobile that he had stolen, the St. Louis court of appeals has held in Redman vs. Western & Southern Life.

Glendale Redman, 17, was the assured. According to another boy who was with Redman at the time, the car had been stolen at St. Louis. They were driving from Milwaukee, police started in pur-

suit of them at Zion, Ill., and a crash occurred at Waukegan, Ill. There was merchandise in the car that had been stolen at Beaufort, Mo.

On behalf of Bessie Redman, the mother beneficiary, it was contended that the burglaries and theft of the automobile were acts that were committed in Wisconsin and Missouri and did not constitute a basis for holding that the insured was engaged in a felony in Illinois at the time he met his death. However, the court stated that the transportation of the stolen automobile was a continuing act. It was not completed at the time the insured was killed. He was in the act of transporting the stolen car in interstate commerce from Wisconsin into Illinois, knowing it to have been stolen at the time he was killed while fleeing from the police officers to escape arrest. This was in violation of the na-

tional motor vehicle theft act. The murderer of Western & Southern at the close of all the evidence should have been sustained, the court declared.

M. J. Doherty was attorney for Bessie Redman while Fordyce, White, Wayne, Williams & Hartman, Walter R. Mayne appeared for Western & Southern.

A total of 208 members of **Equitable Life of Iowa** have joined the armed services since the outbreak of war in 1941 with 133 coming from the field force and 75, including 22 women, from the home office staff. Five of the field members have given up their lives and one member of the home office.

Harry W. Stanley, Wichita general agent Equitable of Iowa, is celebrating his 40th service anniversary.

ANICO
AMERICAN NATIONAL INSURANCE COMPANY

40th ANNIVERSARY

Forty years of looking ahead—a habit that grows stronger with each passing year. While the founders of Anico speak proudly of the past, it is with an eye to the future that we devote our greatest efforts—a sort of "Passing Parade of Progress"—viewed at the forty year mark.

What better proof of stability, progress, and strength could anyone want?

OVER A BILLION *Now* \$1,250,000,000
INSURANCE IN FORCE

American National
INSURANCE COMPANY
GALVESTON, TEXAS - W. L. Moody, Jr., President

Lutheran Mutual Life Insurance Company

WAVERLY, IOWA



FOUNDED 1879

Liberal commissions, both first year and renewal, service fees and social security benefits to those who qualify.

If you are a Lutheran, agency openings may be available in your immediate territory.

Report of OASI Fund Trustees

The annual report of the board of trustees of the federal old age and survivors insurance fund, which has been transmitted to Congress, estimates that under the social security act 3½ million aged persons and 1½ million children and widowed mothers will be receiving monthly old age and survivors insurance benefit by 1960. As of June 30, 1943, 676,303 persons were receiving such benefits.

As of June, 1943, the fund had earned \$256,900,000 interest and total assets, invested in federal bonds, were \$4,268,300,000. The fund gets its money from contributions by workers and employers, interest on investments which are restricted to interest bearing obligations of the U.S. government or to obligations

guaranteed as to both principal and the interest by the U.S., and from appropriations out of general revenues as may be required.

\$180 Million Per Year Now

Present benefit payments approximate \$180 million per year, and the report states that in several decades disbursements will increase 25 to 30 times. Assets have increased sharply due to wartime employment, and benefit payments have been less than expected because of the thousands over 65 remaining on the job.

The trend will be toward higher payments and toward a lower level of employment, the report states, and it goes on to urge that present contribution rates be increased in the interest of the long run welfare of the system. The rate has been maintained by Congress at 1% each on employee and employer for seven years instead of permitting

scheduled increases to become effective under the act. The report estimates that the level of premium cost of benefits now provided by the system is between 4 and 7% of the covered payroll, so that if payroll taxes had been levied from the beginning at this rate and were continued indefinitely the system as a whole would be just self supporting.

The trust fund, established Jan. 1, 1940 under the social security act, is administered by three trustees, each serving in an ex officio capacity, the Secretary of Treasury, Secretary of Labor, and chairman of the Social Security Board. The Secretary of the Treasury is managing trustee.

Payments and Credits to Policyholders, Beneficiaries 10% More Than Premiums

Payments to policy holders and beneficiaries took 41.5% of the 1944 life insurance dollar, while 39.5% was added to policy reserves, according to the Institute of Life Insurance. Operating expenses took 13.1%, 8.1% going for agency expenses and 5% for home office. Taxes, other than real estate, took 2.1%, 3.5% was added to special reserves and surplus funds while .3% went for dividends to stockholders. Premiums accounted for 76.5% of the revenue, investment earnings 21.4% and other receipts 2.1%.

Payments to policyholders and beneficiaries and additions to policy reserves and surplus funds totaled 10% more than premiums received from policyholders, the first three items adding up to 84.5% compared to the total received of which total 76.5% was premium income.

State Commissioners Favor Bill Governing Mail Order Companies: Hobbs

WASHINGTON—The National Association of Insurance Commissioners favors legislation to bar use of the mails to certain insurance business, according to Rep. Hobbs, Alabama, who has a bill to prohibit unlicensed companies and unregulated companies to use the mails.

Reports indicate that Superintendent Dineen of New York and Commissioner Allyn, Connecticut, favor a measure to bar use of the mails which Rep. Hancock, New York, is said to have in mind. However, Hancock is out of town resting until June, on advice of his physician, and his office has little information.

Hobbs indicates he would welcome Hancock support of legislation. Hobbs is a member of the House judiciary committee, to which a Hancock bill would be referred, according to report. "I don't believe he can beat my approach to the problem," remarked Hobbs.

Saying that he has had complaints, principally about casualty companies, operating from Chicago, St. Louis, Kansas City, Los Angeles, and other points, Hobbs states that he is "not worried about the matter of support from legitimate insurance companies," when they know the facts.

"I believe that one-third of all insurance is written by illegitimate companies," said Hobbs. "The legitimate companies do not understand how much business is done on what might be called the insurance black market."

It is learned that representatives of certain legitimate insurance interests are of belief that legislation properly drawn that would bar use of the mails to unlicensed insurance groups should receive support. Hobbs has said everybody is for it, but wants it so drawn that such a law would not apply to themselves.

"I am trying to get it fixed up so that we can get it passed," he stated, but is not very active just now in that connection, owing to press of other matters.

Senator Langer, North Dakota, who has a limited mail prohibition insurance bill prescribing conditions under which companies can use the mails, has stated

JUVENILE INSURANCE PURCHASES SOAR DURING WAR PERIOD

ESTIMATED ANNUAL PURCHASES OF ORDINARY INSURANCE FOR CHILDREN 0-14

\$850,000,000

\$200,000,000

1939

1944

INSTITUTE OF LIFE INSURANCE

that complaints have come to him principally concerning the operations of accident and health companies, particularly in Chicago.

Results of Barnes Campaign

In an appreciation campaign put on by the field force of Ohio State Life in honor of Frank L. Barnes, vice-president and agency director, the Los Angeles agency was first, followed by Columbus, Pittsburgh, Marion and Cincinnati. R. L. Churchill of Los Angeles was first among the individual producers. The first eight were designated as the Fifty Grand Club. The members, in addition to Mr. Churchill, are A. J. Edmonds, Cincinnati; A. E. D'Emilio, Pittsburgh; J. B. Kope, Youngstown; L. S. Hood, Columbus; Alfred Guay, Los Angeles; Vernon Brown, Marion, and P. H. Schwemley, Marion. The campaign commemorated Mr. Barnes' 50th birthday anniversary and the 13th anniversary of his connection with Ohio State Life.

Holderman Speaks at St. Louis

Fred G. Holderman, Jr., agency manager of Equitable Society at Peoria, Ill., spoke at the May meeting of the St. Louis Life Underwriters' Association. About 150 attended. A. W. Green, agency manager of Equitable Society in St. Louis, introduced Mr. Holderman.

Many agents are too well satisfied with an average production of \$250,000 a year, Mr. Holderman said. They are content to produce at that level when their capacity is far greater, but their willingness to perform is not strong enough. He suggested that each agent list the various capacities which he has relative to his past performances, experiences and education, and contrast that with the performance he is now accomplishing. The agent, no matter what his capacity, must work, he said.

Western & Southern Radio Plans

Western & Southern Life is planning a radio advertising campaign, the details of which will be announced at a later date, it was revealed by C. F. Williams, president of the company, in his talks before agency groups of the company during his recent visits with a number of agencies.

Seattle Trust Council Speakers

The Seattle Life Insurance & Trust Council heard Charles Horowitz, attorney, review legislation passed at the 1945 session of the Washington legislature affecting life insurance and trusts.

OPPORTUNITY

The Pan-American Life Offers:

- *A complete line of Policies on Participating and Non-Participating Plans.
- *One of the most liberal Agency Contracts in America—Commissions plus cash allowances.
- *A Recruiting Plan and Special Training for New Fieldmen.
- *A New System, relieving General Agents from detailed Agency Accounting.
- *Attractive and Effective Sales Aids and Policy Illustrations.
- *Prospects for Insurance furnished through a Proven System.

Correspondence invited with men not at present connected.

Address:

CHARLES J. MESMAN, Superintendent of Agencies

Pan-American Life Insurance Company
New Orleans, U. S. A.

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

It would be a courtesy to the NATIONAL UNDERWRITER if you will mention the name of this publication when replying to the above advertisement. Pan-American Life Insurance Company.

DOCTOR'S ORDERS

Any good Industrial or Ordinary Agent who has been advised by his doctor to locate in Colorado or New Mexico because of his health or that of some other member of his family, will find a ready-made opportunity awaiting him in the Industrial or Ordinary Departments of this Company, especially if your Company is not entered in this territory.

If you are facing this situation, please write to us for particulars and general information.

GUARANTEE RESERVE LIFE INSURANCE COMPANY
Fort Collins, Colorado

June 1, 1945

LIFE INSURANCE EDITION

21

Medical Research Fund Proposal

(CONTINUED FROM PAGE 1)

Rockefeller Foundation, and including Dr. Francis G. Blake, dean Yale Medical School; Dr. Alfred N. Richards, University of Pennsylvania, and Dr. Lewis H. Weed, Johns Hopkins University school of medicine.

The Life Insurance Medical Research Fund would be controlled by a board of directors comprised of chief executives of contributing companies. Liaison would be maintained with life company medical departments through representatives named by the two organizations of life insurance medical directors to act in an advisory capacity to the council and to the board.

In addition to Mr. Linton, members of the life insurance medical research committee are: W. E. Bixby, president Kansas City Life; Leroy A. Lincoln, president Metropolitan Life; James Lee Loomis, board chairman Connecticut Mutual Life; George W. Smith, president New England Mutual Life, and T. A. Phillips, president Minnesota Mutual Life.

Cabinet Shifts Hold Interest

(CONTINUED FROM PAGE 1)

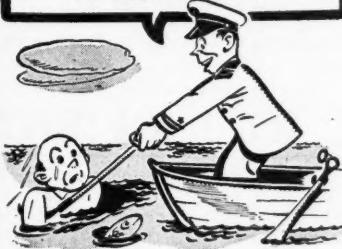
pledge to the judiciary committee after the Supreme Court announced its decision in the S.E.U.A case.

Mr. Anderson is a "Truman from Chicago" man. At the Democratic convention here last summer he worked for Truman's nomination for the vice-presidency.

Interest in Insurance

Anderson is president of Mountain States Mutual Casualty of Albuquerque, a company writing exclusively workers' compensation insurance, and operates a general insurance agency, these representing non-board fire companies—Buffalo, First National, General of Seattle, Girard F. & M., Merchants of New York, National Reserve, Northwestern National and Zurich Fire and these casualty companies: American Guarantee & Liability; Associated Indemnity, Commercial Casualty, Fidelity & Deposit, General Accident, General Casualty of Seattle, Hartford Steam Boiler,

DID YOU KNOW GENERAL AMERICAN LIFE WRITES A SINGLE PREMIUM DEFERRED ANNUITY?



"YES, SIR! Our Single Premium Deferred Retirement Income Annuity contract provides a first year cash value and a first year dividend. Retirement age is elective and a refund or a no refund income plan may be selected."

GENERAL AMERICAN LIFE INSURANCE COMPANY

WALTER W. HEAD, PRES. ST. LOUIS, MO.

Maryland Casualty, Massachusetts Bonding, Pacific Employers.

His congressional service has included an interest in insurance legislation. He sponsored a fire rating bureau bill for the District of Columbia some time ago, provisions of which, substantially, became a law.

Insurance Complexion

With the selection of Mr. Anderson for Secretary of Agriculture and war food administrator, following the appointment of Edward D. McKim, vice-president Mutual Benefit Health & Accident, as principal administrative assistant to President Truman, two insurance men occupy high posts in this administration. Also George E. Allen, vice-president of Home, is very close to President Truman.

Mr. Anderson has been actively engaged in the insurance business for many years. The fire companies he represents are all "non-board." He had a set to with some of the board companies at one time on the separation issue and it is believed that experience influenced the stand he took in the fight over insurance legislation in Congress.

While as Secretary of Agriculture it appears that his only direct contact with insurance matters will be with the Federal Crop Insurance Corp., which will be under his department, yet cabinet members sometimes step outside their particular fields to take a hand in formulating general administration policies.

Mr. Anderson has a wide acquaintance and many friends in the industry. Among them is Laurence F. Lee, president American Life Convention, who has been a close friend since their early days in Albuquerque together. Headquarters of the Anderson company are in the old offices of Occidental Life of Albuquerque, with which Mr. Lee was connected. Another is Dave Satterfield, general counsel Life Insurance Association of America, who served with Anderson in the House. LeRoy Lincoln, president of Metropolitan Life, and many other insurance people have been in frequent touch with Anderson in connection with legislative matters.

Mr. Anderson went to New Mexico as a young man on account of his health, after having been rejected at an officers' training camp in 1917. He quickly recovered his health and is now a husky six-footer, and more. He engaged in newspaper work, but found it too strenuous. He joined New Mexico Loan & Mortgage Co., believing that its insurance department could be expanded. When others in the loan company did not share Anderson's insurance expansion ideas, he bought out its insurance department in 1925. He has had a local agency at Albuquerque since then.

In 1937 he organized Mountain States Mutual Casualty. Mr. Anderson said the step was taken to provide coverage for risks that were difficult to place. It is the largest writer of compensation in New Mexico, he declared.

Mr. Anderson opposed the original Bailey-Walter bill for outright exemption of insurance from the anti-trust laws. He thought it did not clearly set forth states rights, he has stated. He offered a bill in which he sought to set forth the fields in which state regulation should prevail, as distinguished from interstate commerce aspects of the business. Later he recommended modification of the amended Walter bill of last winter that had been approved by companies, agents, state commissioners and other interests concerned, to bring it more closely in line with the original compromise agreement on insurance legislation, he said. When his views did not prevail, however, he voted finally for the amended compromise Walter bill.

"I believe in state regulation," said Mr. Anderson, "and that licensing of agents, agency qualification laws, and such things should be administered within each state. I was afraid we might lose out totally by passing a bill that the President would not sign." He

indicated a fear that without adequate state regulation the federal government might step in to fill a regulatory vacuum.

REORGANIZATION EFFECT

President Truman's plans for reorganizing the federal government executive departments and agencies, if Congress grants his request for untrammeled authority in that direction, are reported to contemplate many changes of interest to the insurance industry. Projects under study include:

Creation of a department of public welfare to take over work of such agencies as the social security board, federal security agency, and possibly veterans administration; also of a department of public works. Giving the federal loan agency, with RFC, War Damage Corporation, Defense Plant Corporation, etc., cabinet status, and possibly including government housing agencies.

Setting up a transportation and communications department to include the interstate commerce commission, office of defense transportation, maritime commission and federal communications commission.

Post-war liquidation of WPB and OPA and other war agencies would go to the commerce department, it is believed, and that department might take in the securities and exchange commission, federal trade commission and tariff commission. The smaller war plants corporation may be transferred to commerce department or the federal loan agency, if it is not entirely liquidated, it is believed.

Miss Godbold Named Deputy

Miss Sue Godbold, chief clerk in the South Carolina department, has been named to the recently created post of deputy insurance commissioner.



FORWARD LOOKING

in PLANS AND ACTION

THE FIDELITY MUTUAL LIFE INSURANCE COMPANY

The Parkway at Fairmount Avenue
Philadelphia

E. A. Roberts, President

The BRIGHT SPOT of OPPORTUNITY
for a High Grade Man
RIGHT NOW is...

LIMA
(Ohio)

Address the Agency Department
AMERICAN UNITED LIFE INSURANCE COMPANY
A MUTUAL COMPANY

Established 1877

Indianapolis

New Wagner-Dingell Bill Analyzed

(CONTINUED FROM PAGE 2)

social security financial setup can not be construed now for all time. Therefore, his bill provides that a proposed advisory council shall study the financing problems during the post-war period.

There has been considerable modification of the medical care provision in an apparent attempt to mollify the doctors and overcome the charge of "socialized medicine." Senator Wagner in his statement laid great stress on "free choice" of physicians and hospitals and said that the customary method of remuneration could be continued. He insisted that it will not interfere with group hospitalization and medical care plans, fraternal organizations, Blue Cross, etc.

Limit Surgeon General's Powers

Under the new bill the activities of the surgeon general in administering federal medical and hospitalization benefits are placed under the supervision of the federal security administrator and more emphasis is placed on consultation with the advisory council. The new bill is more specific regarding the surgeon general consulting with the advisory council and the social security board and, although it is difficult to make direct comparisons between the two bills, it is obvious that the one-man rule criticisms of the original bill have been taken into account in drafting the new measure. In the section regarding appeals and hearings on complaints a provision for judicial review has been added.

A special section relating to workers' compensation benefits is included in the new bill. Persons receiving compensation benefits are not eligible to receive federal disability and hospital benefits. In case a person eligible for compensation benefits receives federal personal health service "the surgeon general shall be subrogated to the rights of such individual against any person, organization, or agency in connection with such an injury, disease, or disability, to the extent of the estimated cost incurred in furnishing such service."

Under the total disability provision the new bill adds a section providing for the payment not in excess of \$25 a month if the services of an attendant are necessary.

Dental, Home Nursing Service

The new bill has 185 pages compared to the original bill's 90.

Objectives of particular provisions of the bill have been advocated, Wagner says, "by life insurance companies," among other interests, and many provisions were endorsed in principle in the recent U. S. Chamber of Commerce referendum. Furthermore: "The social security committees of three leading life insurance associations also have come out in favor of many of the provisions of the bill."

Under the medical benefit section pro-

vision is made for the addition of dental and home nursing service as rapidly as practical. Senator Wagner says that the additional cost may be small at first and may rise gradually for five or ten years. These additional benefits are to be financed from general revenue funds, as needed.

The scale of benefits for temporary disability would be the same as under the old bill but the period of payments would be extended from the total maximum of 26 weeks to 52 weeks, if available funds permit. Women workers would be allowed 12 months maternity leave, with the same scale of benefits.

The period of hospitalization provided would be increased from the old limit of 30 days, with decreased benefits up to 90 days, to 60 days per year, with a possible maximum of 120 if experience proves the fund can afford it.

Wagner referred to previous bills having died in Congress "because social security contributions were unfortunately called 'taxes'" under the original social security act, and all tax legislation must originate in the House. He pointed out that the House ways and means committee has held no general social security hearings for six years, and because the House has failed to act, he said, the Senate has been unable to translate its views into legislation.

"I do not believe that social security and health legislation should be handled as a 'tax' matter," Wagner declared. "I think that social security legislation should be handled on its merits as social legislation."

In figuring primary insurance benefits the new bill provides a different formula. The new formula is 40% of average monthly earnings up to \$75, plus 10% over that amount up to \$300, plus 1% for each covered year. The formula in the old bill was 40% of average monthly earnings up to \$50, plus 20% over that amount up to \$250, plus 1% each covered year. The simplified formula under the present law is 115% of average monthly wage up to \$250, plus \$15 plus 1% each year covered.

The \$120 maximum benefit compared to the present law's \$85, is the same in both bills.

Retirement benefits for women would start at 60 as was provided in the old bill and as compared to 65 under the present law.

Liberty National Building Plans

Plans to build an extension to the present Liberty National Life building in Birmingham costing in excess of \$200,000, as soon as materials are available, so that all offices of the company may be housed under one roof, were announced by Frank P. Samford, president.

The present building will be reconditioned and air conditioned and a modern lobby included.



**One of America's
Leading Fraternal
Life Insurance
Societies**

AID ASSOCIATION for LUTHERANS
APPLETON, WISCONSIN

SALES IDEAS OF THE WEEK

More Ideas from K. C. Congress

The value of "prestige building ideas" was ably presented by Charles J. King, Mutual Benefit, at the home talent sales congress of the Life Underwriters Association of Kansas City there. One item Mr. King used is a vest pocket memorandum case. He asked individuals whether such an item would be useful in their daily lives. Those who liked the idea were continuously supplied from month to month with refills and Mr. King delivered them in person. He then waited for the opportunity to tell his story under favorable circumstances. In the first year from the men who received the first 50 memorandums cases Mr. King secured \$100,000 of life insurance.

It should never be beneath the dignity of an agent to call on a man at his home in whatever section of the city he may live, Mr. King said. Office interviews are satisfactory, but if the prospect's interests can be served best by taking time out for an evening talk in the presence of the wife, that is the procedure the agent should follow.

"Easy Does It" Method

In connection with social contacts, Mr. King believes in the "easy does it" method, waiting until the friend brings up the subject under favorable circumstances. His results have proved the wisdom of his course.

Herbert M. Swarthout of Prudential in discussing "Managing Yourself in Your Business" reviewed ways of increasing production, habits of concentration, and successful habits of prospecting. He emphasized the value of membership in an app-a-week club because it keeps the agents in a closing frame of mind, he has the satisfaction of reaching a profitable objective, it provides an urge to keep at work late in the week if necessary, assures regularity of income and gives a sense of security.

Bert B. Boyd, Northwestern Mutual, presided at the morning session of the congress and introduced the theme of the congress. He said that selling in today's market is easier than at any time in the past 15 years. Money is plentiful and competition low. Very soon, however, he said, competition from automobiles, electrical appliances, radios and travel will be terrific.

Value of Stories

Mr. Boyd emphasized the value of a human interest story in selling and keeps an ideal file. He summarized from stories he has clipped. Thus, he said a 25 cent pair of scissors has proved to be an excellent substitute for originality. From time to time he reviews his idea file. A few of the best ideas he carries with him in his sample program book.

Dix Teachenor of Kansas City Life in discussing package selling ideas stressed opening statements that work well for him. He makes his approach with the idea, and gets that idea across to the prospect, that he has a preferred piece of property to sell through the medium of life insurance.

Approximately 300 attended the congress, some of them staying over from the annual meeting of the Missouri Association of Life Underwriters the preceding day. Lester O. Schriever, past-president of the National association and general agent of Aetna Life at Peoria, Ill., spoke at the luncheon. George L. Maltby, Equitable of Iowa, and president of the Kansas City Association, presided.

Portland, Ore., Bank Finds More Life Insurance Needed

Too much of every other kind of item usually is found in the estate of a man who dies, according to the United

States National Bank of Portland, Ore., but never too much life insurance. The bank says in administering hundreds of estates it has found there is much too much unimproved real estate, too many insecure bonds, too many speculative stocks and too many heirs for the amount available for them. But of life insurance there is rarely enough. The bank urges all its depositors and other clients to see their insurance broker or agent immediately about more insurance.

SALES MEETS

New England General Agent Start Policyholders Drive

General agents of New England Mutual Life are conducting meetings throughout the country to stimulate sales in "policyholders' month" in June and July. H. G. Swanson, general agent in Chicago, regional chairman for Wisconsin, Illinois, Minnesota, Iowa and Nebraska, presided at a meeting in the Union League Club at Chicago at which general agents from these states and a number of supervisors met to complete their plans for the month's sales demonstration. Other meetings are being held in seven additional regions. The other chairmen are: W. Watson House, Hartford; Albert W. Moore, Philadelphia; C. Preston Dawson, New York City; Linwood Butterworth, Atlanta; Homer C. Chaney, Cleveland agency manager; Albert E. Payton, Los Angeles, and Frank M. See, St. Louis.

As last year, the leading agent in each regional group during the campaign will be the guest of the home office for two or three days in August, meeting with the president and officers, being shown the operations of the home office and having dinner with some of the executives.

Conn. Mut. Parley in Dallas

DALLAS—Connecticut Mutual held a district meeting here with representatives from the six states attending. Speakers included Vincent B. Coffin, vice-president; Thomas K. Dodd, supervisor of applications, and Paul Jackson, Dallas attorney. Milo E. Clark, Dallas, presided.

N. Y. Life Parleys in Okla.

Educational conferences for Oklahoma agents of New York Life will be held June 4 in Tulsa and June 5 in Oklahoma City. Howard H. Conley, Little Rock, inspector of agencies, will be among the special guests.

IN U. S. WAR SERVICE

Capt. Jack Moore, who was associated with his father, Joseph Moore, in the Moore & Moore agency of North American Life at Green Bay, Wis., is a motor transport officer with the 63rd division artillery unit. He was recently promoted to captain.

Edward J. Raub, Jr., son of Edward Raub, president of Indianapolis Life, has been promoted to lieutenant colonel and named chief of the Fairfield air technical service command supply division at Patterson Field, O. Lt. Col. Raub, before entering service, was general counsel of Lafayette Life.

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society
Bina West Miller Supreme President
Frances D. Partridge Supreme Secretary
Port Huron, Michigan

ACTUARIES

CALIFORNIA

Barrett N. Coates Carl E. Herfurth
COATES & HERFURTH
 CONSULTING ACTUARIES
 600 Market Street 437 S. Hill Street
 SAN FRANCISCO LOS ANGELES

ILLINOIS

DONALD F. CAMPBELL
 and
DONALD F. CAMPBELL, JR.
 Consulting Actuaries and Public Accountants
 55 Years of Service
 100 North La Salle Street, Chicago, Illinois
 Tel. State 1556

WALTER C. GREEN
 Consulting Actuary
 211 Wacker Drive
 Chicago
 Franklin 2633

HARRY S. TRESSEL
 Certified Public Accountant and
 Actuary
 10 S. La Salle St., Chicago 3, Ill.
 Associates
 M. Wolfman, F. A. I. A.
 E. A. Mervin, A. A. L. A.
 W. H. Gilleott, C. R. A.
 E. J. Lally
 Franklin 6200

INDIANA

Haight, Davis & Haight, Inc.
 Consulting Actuaries
 FRANK J. HAIGHT, President
 Indianapolis—Omaha

HARRY C. MARVIN
 Consulting Actuary
 221 E. Ohio Street
 INDIANAPOLIS, INDIANA

MISSOURI

CARROLL E. NELSON
 Consulting Actuary
 918 Olive Street, Saint Louis
 Central 8111

NEW YORK

Established in 1888 by David Park Fackler
FACKLER & COMPANY
 Consulting Actuaries
 8 West 46th Street New York

Consulting Actuaries.
 Auditors and Accountants
Wolfe, Corcoran and Linder
 118 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN
 CONSULTING ACTUARY
 Associate
 E. P. Higgins
 THE BOURSE PHILADELPHIA

CHICAGO

HALDEMAN CHICAGO SPEAKER

Stress and strain of war is taking an increasing toll of executives in business and physicians, Warner F. Haldeman, associate counsel of Penn Mutual Life, told the Stumes & Loeb agency of that company in Chicago at a meeting. Mortality due to war worries is especially hitting men over 50, he said. The mortality increase in Penn Mutual among policyholders age 50 or over who own \$50,000 or more of life insurance has been found to be 65% in the last year. Death benefits increased about \$2 million in 1943 but rose \$34 million in 1944, he said.

Mr. Haldeman said this high incidence of death among high-power executives in business and industry stresses the need for key-man insurance, especially in the postwar reconversion period. He also stressed the need for life insurance to fund purchase by surviving partners or stockholders in small business of the interests of key firm members who die.

The Stumes & Loeb agency had a 20% increase in paid business in 1944, and for the first five months this year the paid production is equal to the same period last year.

CHECKING UP SERVICE MEN

Managers now are having an opportunity to study some of the service men who have returned, after being discharged for different reasons as agency material. Some have put on young men who have been wounded, probably a leg shot off but who are determined to make good. Others have been hospitalized for illness and as soon as they are fit they have taken up the rate book. In some cases men have returned with exalted ideas as to what compensation they should have. When they went into service they were paid perhaps \$20 or \$25 a week. Now they want twice that much. Usually such men do not make any progress. If they are not paid what they demand in the way of salary or drawing account they become dissatisfied.

LOOK FOR DRAWING ACCOUNTS

A number of Chicago offices are being besieged by agents seeking as large drawing accounts as possible. Evidently they are trying out various offices which they think may offer inducements. As a rule they are "tramps" in the life insurance business. If they can find some office that will increase their drawing account they simply try to twist the business they have written. As a rule most managers are becoming far more rigid in their rules as to financing. They have been burned too often.

TRYING TO GET AGENTS

The biggest problem confronting Chicago general agencies is securing competent and qualified agents. The managers realize that the business is to be had if people can be seen and given the life insurance message. Any man who has the capacity to find men worth while who have in them the elements of success could command an excellent salary. Offices are picking up men now and then but they are few and far between. For instance, most offices have probably put on this year from one to five men. The managers realize that now is the great harvest if they have workers to do the work.

As a celebration of V-E Day, home office employees of Prudential donated 200 pints of blood to the Red Cross. Eleven donors reached membership in the Gallon Club.

James DeWitt Carter, president of the Nashville Securities Co., has been elected a director of American United Life of Indianapolis.

An aid to hospitalization sales—the Hospitalization folder. Get samples from The A. & H. Bullets, 420 E. 4th St., Cincinnati 2, Ohio.

Women and Children Buy More Ordinary

Juvenile ordinary life sales increased 28% in 1944, totaling around \$850 million, according to estimates by the Institute of Life Insurance. Prior to 1939 there was a negligible demand for ordinary juvenile, 1938 sales having been only about \$70 million.

Women bought 17% more life insurance last year, accounting for one-third of all adult ordinary policies sold and one-sixth the total amount.

Life Companies Dispose of Foreclosed Farms at Profit

Life companies that owned a large number of farms have been able gradually to sell them at an advanced price. The farm market is high at the present time. These properties have been disposed of on excellent terms. If they were allowed to do so, most companies would have been glad to retain these farms, because they were yielding a good income. At the present time farmers, having learned a lesson following the last depression, are not going into debt in buying additional acreage, covering it with a mortgage. Many are buying it only when they have the money to meet the cost.

Many companies would be glad to secure higher grade farm mortgages but the federal government is a big competitor and most farmers deal with that agency. Notwithstanding the heavy blow that came when companies had to take over so many farms, they have worked out of their dilemma successfully.

Open Bond Drive in Boston

BOSTON—Nearly 1,000 insurance men and women of Boston enrolled as bond sellers in the seventh war loan drive gathered in the New England Mutual Life's home office auditorium to inaugurate the local campaign. Leaders and workers of the six insurance divisions, life, industrial, general agents, stock fire and casualty, mutual fire and casualty and producer groups, combined for the event, with President George W. Smith of New England Mutual as chairman of the drive to sell \$14,450,000 in war bonds.

President Smith gave an enthusiastic talk and five men and women super-salesmen of previous campaigns explained their technique. A spectacular tableau of the raising of the flag on Iwo Jima was given by employes of New England Mutual.

Alliance Life Contest

Alliance Life's annual "sweepstakes" agency contest is being held during May and June. It is the contest affording the largest bonuses to producers.

Nine men of the executive office of the company sponsor the various weekly events, President M. A. Kern, E. G. Atkinson, A. J. Smith, Dr. J. E. Hunsinger, G. T. Delahunt, B. T. Kamins, H. M. Cole, E. H. Wagner and L. D. Kern. In the first two weeks, membership certificates in the President's Club were awarded to Eli Goldberg, general agent at Houston; C. D. Grant, general agent at Oklahoma City, and D. J. Patterson, district agent at Battle Creek, Mich.

Selection Men Plan Meeting

The Institute of Home Office Underwriters tentatively has planned to hold its annual meeting in the fall providing conditions at that time permit it. It will be a three-day meeting with the first day devoted entirely to the industrial section under the chairmanship of John T. Acree, Jr., of Lincoln Income Life.

New members of the institute are National Home Life of St. Louis, Wisconsin Life of Madison and Texas Life of Waco.

Average Age at Death Up One-Sixth in 15 Years

The average age at death of persons in the United States rose almost one-sixth from 1930 to 1944, it is estimated by the U. S. Bureau of the census.

Death rates improved in every age group, but chiefly among younger persons, for whom the specific 1944 death rate per estimated 1,000 population was 41, down two-fifths from 1930.

Average death age in 1930 was 48.9 years, as compared with the 1940 age of 55.4 and with the 1944 age of 56.9, it is estimated on a 10% mortality sample.

The following table shows specific death rates per 1,000 estimated population by age for the death-registration states, in 1930, 1940 and provisionally in 1944:

	1944	1940	1930
All ages	10.7	10.7	11.3
Under 1	41.0	54.8	63.0
1-4	2.2	2.9	5.6
5-14	0.9	1.0	1.7
15-24	1.9	2.0	3.3
25-34	2.6	3.1	4.7
35-44	4.7	5.2	6.8
45-54	10.0	10.6	12.2
55-64	21.0	22.0	24.0
65-74	46.7	48.2	51.4
75 and over	122.6	127.6	129.1

Partly because removal of great numbers of physically fit younger persons to overseas duty left behind a greater proportion of older persons, the crude death rate for the United States for 1943 increased to 10.9 per 1,000 estimated population, up 4.8% from the 1942 rate of 10.4.

Crude death rates ranged from 8 for Utah to 14 for Vermont, and were higher in 1943 than in 1942 for all states except Utah, Virginia, Idaho, Colorado, Arizona, Nevada, Oregon and California, all of which, except Virginia, lie west of the Mississippi. Florida and North Carolina remain unchanged.

The 10 leading causes of death, their rates per 100,000 estimated population, and their change from 1942, were: Diseases of the heart, 318.3, up 23.1 per 100,000 population, in first place; cancer and other malignant tumors, 124.5, up 2.4, in second place; intracranial lesions of vascular origin, 95, up 4.8, in third place; nephritis, 74.1, up 1.7, in fourth place; pneumonia (all forms) and influenza, 67.3, up 11.6, in fifth place; accidents excluding motor-vehicle, 56.1, up 5.6, in sixth place; tuberculosis (all forms), 42.6, down .5 in seventh place; diabetes mellitus, 27.1, up 1.7, going from ninth to eighth place; premature birth, 25.8, same as in 1942, going from eighth to ninth place, and motor-vehicle accidents, 17.8, down 3.4, in tenth place.

Security Holdings Up

U. S. life companies purchased \$2,150 million in new securities and mortgages in the first quarter, \$1,380 million being U. S. government securities, the Institute of Life Insurance reports. Mortgage and security holdings showed a net increase of \$822 million, totaling \$36,660 million on March 31.

The Connecticut Life Insurance & Trust Council at its annual dinner meeting in New Haven, elected Hollister Woods, general agent of Mutual Benefit Life, as president. Frank S. Brainard, Mutual Benefit Life, New Haven, was named treasurer.



persons in
ne-sixth
l by the
every age
nger per-
4 death
ion was
was 48.9
age of
3.9, it is
sample
specific
popula-
stration
nally in

1930
11.3
6.9
5.6
1.7
3.3
4.7
6.8
12.2
24.0
51.4
129.1

t num-
sons to
er pro-
e death
943 in-
1 popu-
rate of

8 for
were
states
lorado,
ifornia,
west of
North

, their
lation,
: Dis-
r 100,
er and
2.4, in
of vas-
place;
place;
tienza,
nts ex-
5.6, in
orms),
diabetes
ninth
25.8,
nth to
dents,

\$2,150
gages
being
e In-
Mort-
ved a
taling

ce &
dinner
llister
enefit
nard,
was



PROVIDENT OPTIONS FOR BENEFICIARIES

When life insurance payments to beneficiaries first were paid on the basis of monthly income instead of a capital sum; the modern history of life insurance began. The entire sales strategy was revised—and the service of life insurance to its beneficiaries was materially increased.

Provident Mutual believes in programming. Its promotional material stresses selling the individual in accordance with his needs. Consequently it has endeavored to provide optional settlements of maximum flexibility for the insured and his beneficiary.

As an example, when interest rates began to shrink and the guaranteed optional interest return on new contracts became smaller through necessity,

the Provident inaugurated what is known as the "Conditional Increase Clause."

This clause provides that if the return on the annuity option would at the time it becomes operative be less than 104% of a similar annuity that could be purchased by the policy proceeds on the basis of corresponding rates of the company then in use, the return will automatically be increased to the latter amount.

So far as we can ascertain, the Provident is unique among major life insurance companies in the United States in writing into its new policies such a guarantee of future mutuality.

PROVIDENT MUTUAL LIFE INSURANCE COMPANY of PHILADELPHIA, PA.

PROVIDENT MEANS "LOOKING AHEAD"



*- and we've got a
century of confidence in them*

MORE THAN a million and a half American weddings brighten this year of New York Life's 100th birthday. New York Life shares the confidence, the courage, the faith with which today's young couples are starting their family life.

In fact, that confidence has never wavered during New York Life's 100 years of providing protec-

tion and security for American families. And it has never been stronger than today.

New York Life's 100 years of experience and stability, we are glad to say, will contribute substantially toward making the future happier and more secure for many of these new American families . . . and for many more families to come.

NEW YORK LIFE
INSURANCE COMPANY

PROTECTING THE FAMILY—SERVING THE NATION

A Mutual Company Founded in 1845 • 51 Madison Ave., New York 10, N. Y.

